

AMERICAN ROOFER & SIDING CONTRACTOR

IN THIS ISSUE

INSULATING SIDING WALL CHART

BOOKKEEPING SYSTEM

ALUMINUM NAILS

BRAINS NEEDED AS WELL AS SKILL

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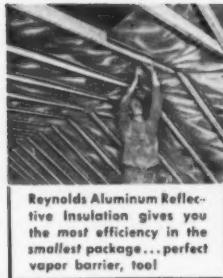
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- **AND while you save your client money—no protective painting needed—you save money yourself on installation costs.**



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Also
**REYNOLDS Lifetime ALUMINUM
FLASHING, CORRUGATED,
S-V CRIMP, WEATHERBOARD,
NAILS, ACCESSORIES**



Reynolds also offers you 6" Industrial Gutters, stipple-embossed only, complete with 4" Downspouts.

That's the three-point story behind the fastest growing trend in gutters...and they all add up to greater satisfaction for your client, more profit for you. These are 5" gutters, Ogee and Half-Round styles, smooth or stipple-embossed finish. You put them up with slip joints—no soldering. Downspouts and complete fittings to match. See them at your dealers. Or mail the coupon. **REYNOLDS METALS COMPANY**, Building Products Section, Louisville 1, Ky. Offices in 32 Principal Cities.

REYNOLDS METALS COMPANY,
Building Products Section,
2003 South Ninth St., Louisville 1, Ky.

Please send full information on your

- Reflective Insulation Gutters Nails Roofing & Siding
 Flashing Roofing Accessories

Name.....

Address.....

REYNOLDS ALUMINUM



NOW! time-proved..ever-popular

GLATEX

ASBESTOS CEMENT SIDING

bringing you greater-than-ever
re-siding profit opportunities!



The field's wide open!
Every frame-house owner
is a prospect.

A unique opportunity, because GLATEX siding with its exclusive china-like glaze, is now more than ever before *different, full* of profit possibilities for you.

• • •

New Colors Meet Widespread Popular Demand! For now, to America's finest asbestos cement siding—time tested and time proved—U.S.G. brings the new colors most preferred, new Greentone, new Browntone, new Mist Gray, all *glaze-deep* colors, not just on the surface. And like the ever-popular GLATEX in Satin White, they're washable, never need paint! And, to complete the line of three new colors and white in ultra-deluxe GLATEX, there's USG Standard

Asbestos Siding (in White and Bright Gray) ready when your sale must turn on price.

Get in the Lead Now with New GLATEX Colors. Take full advantage of the terrific appeal of GLATEX siding to improve your position in the re-siding market—and assure continued profits on the sound, sure footing of a finer, well-established, quality product. It's backed by hard-hitting promotion, by a company nationally known for quality manufacture and fair dealing. And to make your selling even easier—the finest selling helps ever offered.

Mail the coupon for new descriptive booklet and samples of GLATEX in color. And if you don't know about SHINGLE VISION, the remarkable "theater-in-a-box" that sells *by sight*, check the second square in the coupon, too. Don't wait!



United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint

in COLORS!



plus SATIN WHITE

- Exclusive china-like glaze, never needs paint
- New colors are glaze-deep, not just on surface
- Washable • More beautiful texture—non-repeating patterns
- A complete line—deluxe GLATEX in America's three preferred colors and white
- Backed by hard-hitting promotion • Easier than ever to sell with new SHINGLE VISION, the sensational "theater-in-a-box."



FREE!

Attractive descriptive folder and samples of new GLATEX in color . . . plus details of SHINGLE VISION, the new selling sensation. Fill in, mail coupon now!

time-proved
GLATEX
T.M. REG. U.S. PAT. OFF.
*now, more than
ever Outstanding!*

United States Gypsum, 300 W. Adams St., Chicago, Ill.

Gentlemen: Please send me free, without obligation
 Booklet and samples of GLATEX in color
 Details of SHINGLE VISION

My Name

Company Name

Street

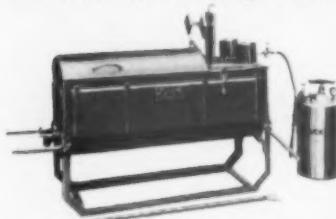
City, State

IF YOU WANT MORE "HOT STUFF"—FASTER—FOR LESS FUEL

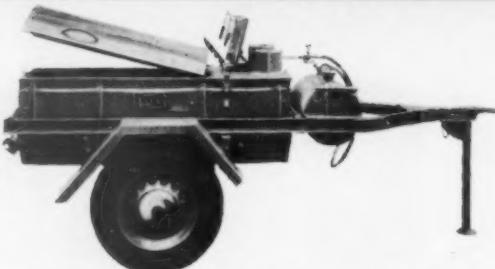
Make the
SPEED-MASTER
YOUR NEXT CHOICE

THE KETTLE WITH FLASH-PROOF FLUES
and Other Hauck Improvements

Acknowledged as the leader in kettle engineering construction and service, the Hauck "Speed-Master" combines superior kettle features to double your output and cut fuel, labor, time and maintenance costs in half—or even more. Just study these design features:



Skid Type Kettle—in 40, 55, 80, 115
and 165 gals. capacity.



Trailer Kettle on Pneumatic Tires (above); Solid Rubber or Steel Wheels—in 55, 80, 115 and 165 gals.

INTERNAL TUBE HEATING—speeds melting time, distributes heat uniformly. System easily removable for quick cleaning.

IMPROVED WELL TYPE BURNER—fires horizontally; seamless steel coil burner with close control at flame size.

"FLASH-PROOF" FLUES—double walled—provide effective insulation to prevent excessive temperature and reduce flashing.

ALL-INSULATED KETTLE—for comfort in charging and tapping.

QUICK-DELIVERY COCK—located for faster draw-off and draining of material.

ARCHED COVER for large loading capacity—end hinged for free access to kettle.

HINGED COVER PROTECTION for burner well and flue tubes; can be locked shut.

FUEL TANK—welded steel, fully equipped; mounted on chassis frame; removable for other heating work.

OTHER FEATURES—rugged, full length channel steel chassis; loading handles on frame and retractable leg; semi-elliptical springs on trailer kettles. Rugged skids and handles on skid kettles easy to move.

HAUCK MANUFACTURING CO.

103-113 TENTH STREET

BROOKLYN 15, N. Y.

A beautiful evenness of tone
and smoother, more protective finish

American
Dua-Laps
DOUBLE COURSE SHINGLES
CERTIGRADE STRAIGHT GRAIN RED CEDAR

Builders everywhere are enthusiastic about the New Infra-Red Dried Shingles.

They find Dua-Laps are always thoroughly dry, and easier, more economical to apply over solid or spaced sheathing, because of the wide 12" or 14" exposure. Double coursing gives double insulation value. Write for free literature and more dealer information.

THE *American*

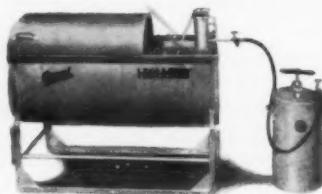
STAINED SHINGLE COMPANY
381 SPRUCE STREET COLUMBUS 8, OHIO

Aeroil HEET-MASTER KETTLES

1950

are FASTER—
STRONGER—
SAFER—
and MOST ECONOMICAL OF ALL!

NEW FEATURES
ACCLAIMED BY
ROOFERS!



SKID MOUNTED

The new "Heet-Master" Kettle, while preserving original patented features—which made them the favorite of roofers over the past decade—are provided with improvements engineered in cooperation with practical kettle users—improvements which insure savings of 50% or more in time, fuel and labor.

New 1950 features, added to universally acknowledged superiority of the "Heet-Master" as you know it, give you the finest roofers melting kettle, unsurpassed anywhere.

AVAILABLE ON SKIDS—STEEL WHEELS—HARD RUBBER TIRES—and PNEUMATIC TIRED MODERN AUTOMOTIVE DISC TYPE WHEELS.

CAPACITIES: 30—55—80—115—175 and 230 gallons.

Write for Bulletin 400A

AEROIL PRODUCTS COMPANY, INC.

SOUTH HACKENSACK, N. J.

SAN FRANCISCO — CHICAGO — DALLAS — LOS ANGELES
SEATTLE — JACKSONVILLE — PITTSBURGH



Attractive residence in Caldwell, Texas, roofed with K&M "Century" No. 5 Asbestos-Cement Shingles. Contractor: Morrogh's Home Building Service Company, Beaumont, Texas.

Three reasons why it pays to specify K&M "CENTURY" ASBESTOS-CEMENT SHINGLES

When customers ask, "Which roof is best?", you're on firm ground when you recommend "Century" Asbestos-Cement Shingles. Consider these facts:

1 Smart, modern appearance pleases every home owner! K&M Asbestos Shingles are attractively textured, with built-in colors. The variety of colors—White, Black, Spanish Red, Surf Green, and Graytone—means you can be sure of satisfying every owner's taste!

2 Amazing durability makes a better roofing job! K&M Asbestos Shingles resist fire, weather, rot, rust, and termites—the roof will last the lifetime of the house!

3 Owners appreciate the three-way economies! The moderate initial cost of K&M Shingles starts the savings. Then, they are specially

designed for quick, easy application—save on both time and labor. And finally, K&M Asbestos-Cement Shingles don't ever need painting to provide perfect, lasting protection!

* * *

With outstanding advantages like these, you can see how easy it is to build your business—increase your profits—with K&M "Century" Asbestos-Cement Shingles. Ask your K&M Dealer for complete details, or write us direct.

About the K&M Shingles
on the above residence . . .

K&M "Century" Asbestos No. 5 Shingles. American method appearance; random width, thatched butt construction. Each unit covers over 1 sq. ft. of exposed area. Application cost is low—only 90 shingles per square; 2 nails per shingle; self-aligning. Suitable for reroofing—in the application shown, K&M Shingles were applied directly over old wood shingles. No. 5 Shingles give complete weather protection on roof pitches as low as 4" rise per foot.



KEASBEY & MATTISON COMPANY • AMBLER • PENNSYLVANIA

Original manufacturers of Asbestos-Cement Shingles in this country.

WATCH IT FLOW ON WITH A K. F. APPLICATOR — DON'T SCRUB

CAN'T BURN - CHAR
Starts softening at 1,000° F.

PICKS UP MORE
Weighs less in use—no sponge.

UNIFORM FILM
No holidays—Covers as it goes.

PULL—PUSH—ROLL
Requires no effort—don't scrub.

SELF CLEANING
Delivers all it picks up.

BETTER ROOF
Same coverage start to finish.

EASY TO ATTACH
Thirty seconds—ready for use.

QUICK THAWING
Three minutes—ready for use.

LONGER LIFE
Built Sturdy—cannot break.

SAVES MONEY
Cuts mop bill—as much as half.



Extra hard head of tough glass tape,
triple stitched, insures long life.

"Hot Stuff" voids (shown in cut
away) specially designed to pick up
and hold more asphalt or pitch.

Thousands of fine flexible
yarns cut to special lengths
for more uniform flow,
complete delivery.

18 inch spread
easily covers one-
half square of roofing
material, eliminates holidays.

DESIGNED AROUND 'FIBERGLAS FOR EXACTING ROOFERS

Manufactured by

KIRBY INDUSTRIES

1408 E. LAS TUNAS, SAN GABRIEL, CALIF.
716 N. ERIE, WHEELING W. VA.

Guaranteed to Perform
and Be More Economical

* T.M.R. U.S. Pat. Off.

The **DOUBLE** Life of HYDE ROOFING KNIVES

Hyde's No. 10 Roofing Knife leads a *double* life—yes, gives you *double* wear because of its two-point blade. Made from Hydex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

HYDE MANUFACTURING CO.
SOUTHBIDGE, MASS., U. S. A.



DO IT NOW!

Subscribe TODAY

"I WON'T MISS ANY BETS"

... because I'm filling out the coupon below. If thousands of other roofers plank down the three bucks for a subscription—and keep doing it year after year—then it must be for a darn good reason—and there isn't any sense in letting 35 cents a month, or \$3.00 a year, stand between me and finding out how I can increase my business, too. Especially **this year . . .** Mail this coupon today.

AMERICAN ROOFER & Siding Contractor
425 Fourth Avenue, New York 16, N. Y.

Please enter my subscription to AMERICAN ROOFER & Siding Contractor, at \$3.00 for one year. Bill me for this amount:

Enclosed is a check or money order.

My Name

Position

Company

Address

City State

Nailing It Down

FORTUNATE indeed is the advertiser who enjoys in his community a reputation for truth-telling, says Western Business. A man's advertising is not a thing to be toyed with lightly. The quality of ideas expressed by him helps determine the quality of public confidence in him as a man of good will and good sense. Here are considerations of first-rate importance in winning public confidence:

1. *Is your advertising dignified?* Impudent, smart-alecky signs like, "In God We Trust, All Others Pay Cash" are to be seen by the thousands in local business houses all over America. How any businessman can expect to be respected when he befools his advertising with such boorishness is difficult to understand.

2. *Are your claims easy to accept?* Much advertising continues to smell to high heaven with gross exaggerations and extravagant language. There is power in understatement.

3. *Do you support your claims with facts?* If it is your claim that your product will wear twice as long, is 100 per cent trouble-free, or costs half as much to operate, tell why and more people will believe you.

4. *Do you write in specific terms?* Be explicit. Vague general words have little meaning. Words that are concrete, precise, and definite appeal to the reader as the essence of frankness.

* * *

Some kids can make a parent do most anything. At least that is what a Denver auto dealer believes. With some changes it can be used by roofing and siding dealers.

He had a lot of kites to give way to the small fry, but he did it in a novel way.

Newspaper ads announced the kite offer.

The children had to fill out a coupon included in the ad, giving the dealer such information as name and address of the father, make of his present car, etc. Then the youngster had to bring the coupon, his father or mother into the dealer's showroom to receive his free kite. Sounds like a lot to

(Continued on Page 22)

AMERICAN ROOFER and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of
Roofing, Siding & Building Specialties Manual

Vol. 40

AUGUST. 1950

No. 8

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★ ★

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AMERICAN ROOFER and Siding Contractor is published by Harris-Fox-Hoffman Corp. Sylvan Hoffman, President; L. S. Harris, V.P. EXECUTIVE AND EDITORIAL OFFICES, 425 Fourth Avenue, New York City 16, N. Y. Telephone, MURray Hill 3-6280-1-2.

WESTERN OFFICE, 545 W. Randolph St., Chicago 6, Ill. Telephone, Central 6-5184.

Issued monthly. Yearly subscriptions, \$3.00 in the United States and Canada, \$4.00 in all other countries. Single copies, 35 cents. Second class entry.

VOLUMES ARE ALSO AVAILABLE ON MICRO-FILM.

Not responsible for the return of manuscripts or illustrations.

"I Wouldn't Part With It For 10 Times its Cost"

"We thought you would like to know that we think your MANUAL is terrific and I wouldn't part with it for 10 times its cost.

"Keep up the good work, your publication has helped us a great deal."

The Letter Quoted Above Was Just One of Many Which Followed Publication of the Last Edition of

ROOFING, SIDING and BUILDING SPECIALTIES MANUAL

Here Are a Couple More:

"This looks like a valuable book for anyone in this business."

"Would you be kind enough to rush us 20 copies of the latest edition of this MANUAL."

1951 (6th) EDITION

Off the Press September, 1950

\$3



Mr. Manufacturer:

If you have a product to sell the contractors and dealers who read the MANUAL who use it constantly as a reference book, drop us a line for advertising rates and marketing information.

AMERICAN ROOFER
425 — 4th Ave., New York 16, N. Y.

Please send me copies of the MANUAL the minute it is off the press in September.

NAME TITLE

COMPANY

ADDRESS



Don't Miss These Important Articles in the 1951 Edition:

★ COMPLETE SECTIONS ON SIDING, BUILT UP ROOFING, STEEP ROOFING, FLASHINGS, ETC., INCLUDING THE LATEST APPLICATION TECHNIQUES.

★ ARTICLES ON SUCH DIVERSE AND IMPORTANT TOPICS AS MANAGEMENT, NAILS, NEW TOOLS AND PRODUCTS.

★ COMPLETE DISCUSSION OF SUCH SPECIALTY ITEMS AS COMBINATION WINDOWS, ALUMINUM AWNINGS, METAL TILE, ETC.

★ COMPLETE SECTIONS ON SELLING, TRAINING SALESMEN, ADVERTISING, BUILDING YOUR VOLUME, etc.

150 pages crammed full of valuable information on EVERY phase of your business. Every contractor and dealer will want copies to help him make more money.

Reserve
Your Copy
NOW !!!



AMERICAN ROOFER

and SIDING CONTRACTOR

AUGUST

1950

Another Banner Year In Title I Loans

Roofing and Siding Make Up 22% of Total

At least a third of all Title I property improvement loans under FHA were provided for by roofing, exterior finish (including siding), and insulation, statistics for the year 1949, just issued, indicate. However, FHA points out, this is just a minimum figure, since only the primary purpose of a loan is reported to FHA. A loan made for heating, for instance, may also include roofing and insulation repairs. Roofing, siding and insulation contractors can feel proud at being responsible for fully \$202,000,000 worth of 1949's \$607,000,000 Title I business. The full report follows.

THE typical property improvement loan insured by FHA during 1949 provided the borrower with \$353; had a maturity of 36.4 months; and was used to improve a single-family dwelling, according to the Annual Report of the Federal Housing Administration, which is to be released soon.

"Directly benefiting 1 1/4 million American families, the Federal Housing Administration insured private financial institutions in 1949 against loss on unsecured loans aggregating \$607 million for the repair, alteration and improvement of existing properties," Franklin D. Richards, FHA Commissioner, said. This 1949 total—only 2 percent below the 1948 all-time high—was a continuation of postwar record activity under Title I of the National Housing Act.

In recent years, the annual volume under this modernization plan has been

almost triple its prewar level; and, between 1946 and 1948 alone, the annual rate doubled.

Although property in every one of

the nearly 3,100 counties in the United States has been improved under the Title I program, there is a fairly high

(Continued on Page 23)

	<u>Improvement</u>	<u>Amount</u> (millions)	<u>Percent</u>
Heating	\$134.7	22.2	
Additions and alterations	96.7	15.9	
Exterior finish	94.8	15.6	
Insulation	70.1	11.5	
Plumbing	51.0	8.4	
Interior finish	48.2	7.9	
Roofing	37.7	6.2	
New nonresidential construction	14.9	2.5	
New residential construction	13.3	2.2	
Miscellaneous	46.1	7.6	
Total	\$607.3	100.0	

The chart reproduced above from a release by the Federal Housing Agency shows the distribution of all home improvement loans during 1949. As can be seen Roofing accounted for over 6 per cent, and Siding (Exterior Finish) for over 15 per cent, of all loans made. Over 11 per cent were made for Insulation. In all Title I business amounted to over \$600,000,000, second highest amount in history.

*It's the
handwriting
on
the wall!*



PRACTICALLY all roofing contractors at one time used the tools themselves. It's not something they wish to live down, nor should they. Familiarity with a business is the first requirement for success.

This very knowledge of how work is adequately performed may be a dangerous pitfall, however. We accept an extended apprenticeship as a matter of course before we dare to call ourselves qualified mechanics. Arriving at the point where he figures he knows what the trade is all about, it's only natural for the ambitious individual to go into business for himself.

And this is precisely where many of the industry's headaches originate. The journeyman forgets that any job requires apprenticeship training. He reasons, if he thinks about it at all, that a contractor need only know how to lay a tight roof. Oh, there are certain other considerations, of course. Like driving around to inspect jobs where your men are working, allowing salesmen to take you to lunch, and maybe doing a little pencil work occasionally.

Fallacious as it is, such a rosy misconception of the business man's life

BRAINS Are As Important As SKILL To The Good Contractor

By ROBERT F. WELCH

Special to American Roofer & Siding Contractor

doesn't cause any real damage. Before long the new entrepreneur realizes that he's not in the big time yet. When he's completed a few jobs he sees that this deal isn't entirely beer and skittles after all. So he puts on his overalls and goes back to work.

Now he knows he's on the right track. He's still his own boss and in due course he'll have several trucks, perhaps even an office, which will require his full time attention.

Skill is Essential

Why is it that so few of these dreams ever come true? Here's the answer in a nutshell: our hypothetical contractor has learned one lesson when he decides to take it slow and easy, but he still hasn't learned the all important lesson. CONDUCTING A SUCCESSFUL CONTRACTING BUSINESS REQUIRES EVEN MORE SPECIALIZED SKILL THAN WIELDING

A HATCHET. You don't get something for nothing in this world, and the ability to lay shingles better than the next guy doesn't make you a business man.

We could cite dozens of examples to prove this fact. Take the seemingly unimportant factor of overhead expense. Somebody has to arrange for getting materials to the job on time, to pick up plans and figure estimates, deliver bids, make collections, and perform all the tasks which the mechanic never worries about.

It's costing you money to personally attend to all of these jobs. The time you spend on them may be unproductive, but at rock bottom prices an hour at the desk is still just as valuable as one mopping hot tar.

Perhaps you figure that you're gladly willing to donate this time, or your

(Continued on Page 23)

Getting On The Bandwagon Is Good Strategy But It Can Sometimes Be Poor Tactics

While the roofer running the enclosed ad deserves some credit for timeliness, an important advantage possible in newspaper advertising, it is regrettable that he used "scare advertising" to accomplish his purposes. Government officials, top executives, and Better Business Bureaus in many parts of the country have strongly advised against using scarcity of materials and rising prices as an advertising theme. It is an important contributor to inflation and hoarding, both of which will do the country inestimable harm.

Materials Getting Scarce—Prices Will Rise
But Our Low Prices Still Prevail!

**RE-ROOF
OR
RE-SIDE
NOW!**

* DON'T WAIT . . . GET FREE ESTIMATE *

FLAT ROOFS, GABLE ROOFS or REPAIRS

Free Estimates—10-Year Guarantee—3 Years to Pay

Our expert applicators—our low overhead—our volume business—assures

you of quality workmanship at a price you are willing to pay.

Call or Write Us For Your Free Estimate



ALUMINUM NAILS

War-Born Product Is Here To Stay

WHEN steel nails were in short supply after the war, and aluminum was more available, manufacture of aluminum nails boomed as a temporary expedient.

But their expediency has outlasted the emergency.

The expected drop in use of aluminum nails did come as soon as steel nails were back on the market. For some months aluminum nails did not move from building suppliers' shelves—even during the first big building months of last year's early spring. Manufacturers were beginning to believe the pessimists' description of the new industry as the brief honeymoon to a war marriage, as sales continued to lag through the spring.

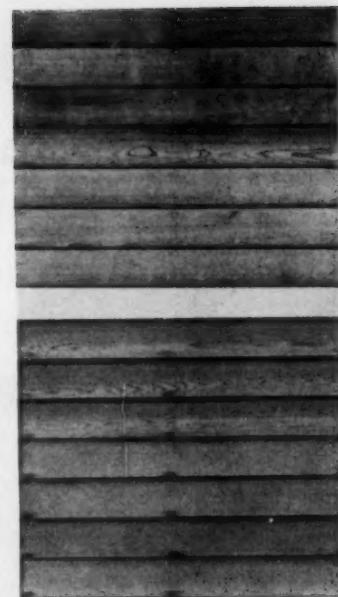
Sales Doubled

Then suddenly aluminum began to flow fast again. Last summer, sales of the nails doubled monthly four months in a row for one of the biggest manufacturers—an 800 per cent increase—and the sales curve has continued high. Manufacturers believe now that the remembered advantages of the war-born substitute turned builders back to use of the light nails; after the contractors used other nails exclusively for a while, say the aluminum people, they realized

they should go back to aluminum for some uses.

The aluminum nail industry is still minuscule compared with steel and other materials, and even its leaders do not expect to supplant the steel nail in most of its uses. The aluminum nail is more expensive, and probably will stay that way. But the aluminum people are hammering hard at certain applications where the advantages of their nails pay for their higher cost against cheap nails, and compete with other nonferrous metals on both performance and cost. Principal areas where aluminum is no longer being called a substitute but a staple are in wood siding, cedar shakes and shingles, asbestos siding and shingles, wood roofing, gypsum lath, insulated siding, and aluminum roofing. For this last use, several manufacturers of the aluminum alloy nails produce a special screw-cut roofing nail with a neoprene washer under the head. The screw-cut nail demands a slightly bigger bore in the roofing, but the washer is expanded by the jolt of the hammer when the nail head is over the bore, and plugs it effectively.

Major advantage of aluminum nails is their freedom from staining and rusting. They are made to compete with copper nails in resistance to industrial



*Article & Cuts Courtesy "Architectural Forum"
Photo Courtesy Nichols Wire & Aluminum Co.*

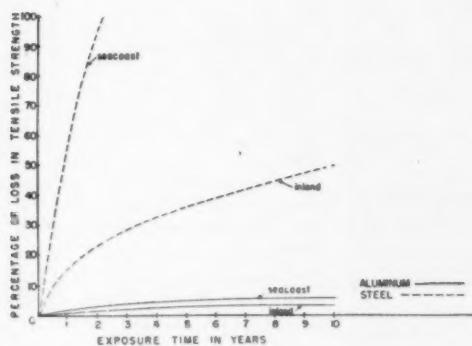
Photograph above shows the staining effect of rusted nails in wood siding; aluminum nails at top were put in at the same time.

or marine atmospheres, while costing less than copper, copper base alloy or stainless steel nails. The Nichols Wire & Aluminum Co., large producers of aluminum nails, quotes tests made on attaching the wood siding to standard five-room houses in Davenport, Iowa. Cost of the aluminum nails used for this job was \$2.50 more than for ordinary siding nails, but because there is no fear of running stains with the aluminum nails, no countersinking or putting was done. The cost saving on that was estimated at \$40 to \$50.

Lightness An Advantage

One advantage to carpenters in the aluminum nails is their lightness. An apron of aluminum nails is about a third as heavy as steel nails. Another odd advantage to carpenters is the fact that many aluminum nails are sterilized. If there are any carpenters in the trade who worry about germs when carrying around a face full of nails, they need worry no longer. This quality of the nails is actually a by-product of the finish etched on the nails to roughen them for added holding power. The

(Continued on Page 30)



Chart, left, shows results of exposure on aluminum nails as compared to steel nails, from tests run by an aluminum manufacturer.

Bookkeeping System Eliminates Complex Payroll Headaches

By B. ANDERSON,
Secretary-Treasurer
Western Waterproofing Company
Detroit, Mich.



Miss B. Anderson (left), secretary-treasurer of Western Waterproofing, explains details of the operation of the new system to Mrs. M. G. Littlehales of the payroll department. Her left hand points to a stack of weekly time sheets which are ready for posting on the Todd Form-Master (in front of her), where paycheck, individual earnings record and payroll summary will be posted in a single operation.

ANY contractor in the building trades field who has developed payroll bookkeeping headaches as a result of complex payroll and job cost problems, usually handled by one bookkeeper or by a necessarily small bookkeeping staff, can profit from our experience in modernizing our payroll and job cost system.

Although we have also given close attention to the newest developments in our business and two years ago modernized our business by buying, remodeling and redecorating our own building in a new convenient location, we found that the most important part of our business, profitwise—our book-

keeping system—seemed to be in the Model T stage. Repeatedly we found that it led to inaccuracies, was responsible for out-of-line accounting costs and was time-consuming.

With 75 employees usually at work on some 25 different jobs at a time (and sometimes as high as 50) we had it brought home to us repeatedly that despite our modernization program, which was bringing us increased business and profit opportunities, we were handicapped in the part of the business responsible for controlling those profit dollars and showing us exactly where we stood at the end of the week or month or year.

As is common in our business, one specialized workman would often travel around a dozen jobs in the course of a couple of days, working an hour or two on each job. Other jobs would have rather sizable gangs employed on them for several days at a time.

The problem of rounding up all the time figures, labor costs, material costs, and handling our payroll and billing with efficiency and accuracy was a constant and knotty one.

Old System Outlined

Briefly, here's the way our old system worked: Daily time sheets from the foreman on each job were accumulated during the week and prior to payroll day were posted on a single big sheet, nearly three feet wide, which combined payroll summary and job cost distribution.

This meant that if one man had worked on ten different jobs in the course of the week, the bookkeeper had to carry entries all the way across this unwieldy sheet, greatly increasing chances for errors.

After the big sheet had been brought into balance, which often was no simple matter, we made out a regular bank payroll check, two stubs, then posted the individual earnings record on a different sheet. Finally we picked up the costs from the big sheet and posted them to a separate job cost sheet which was maintained for labor and materials. This made six separate postings of the same figures, which mean the chances for errors were multiplied, besides being time-consuming and expensive to operate over the year.

Convinced there must be an easier way—a method by which we could modernize our bookkeeping as we had

(Continued on Page 22)

He "Raises The Roof" — — "Opens The Walls" And — — MAKES MORE SALES!

AN ELECTRIC drive shaft which raises and lowers the roof and walls of a house exposing interior insulation, has been boosting sales for the Schust-Shirley Co., 2300 Taylor St., Fort Wayne, Indiana.

The house is part of a display used at local county fairs, according to E. C. Shirley, president and manager of the firm.

"The fact that the roof and walls actually move, attracts the crowds more so than any other type of display," says Mr. Shirley. "When they stop to watch the animated display, salesmen are given an opportunity to cultivate prospects."

The firm also includes roofing, siding, combination storm windows, and awnings at its fair displays.

"We don't believe it's good business to pass out 'give-aways' at such exhibits for the purpose of securing a large number of names," says Mr. Shirley. "Instead, we prefer to keep our salesmen interested and producing by digging up individuals who are definite prospects, and not those who merely register for a prize."

Ads Prepared By Agency

The firm gives a share of the credit for its annual quarter of a million dollar volume to the ads which are prepared by an agency. Twice each week, the firm advertises in the News-Sentinel, choosing Sundays and Mondays, "because more people are home on Monday evening as a rule, than any other evening of the week," says Shirley.

A typical ad depicts a house in cartoon form, and shows a husband and wife, as well as the rest of the family, dancing around the house and shouting, "we'll let Schust-Shirley Co. re-roof our house."

Mr. Shirley feels that such ads—

showing people in action—are much more effective than those which contain only type, or individuals doing nothing.

Low Payment Plan Featured

Another important feature of the ad, says Shirley, is that it plays up the fact re-roofs can be obtained as low as \$8.00 per month.

"It is surprising how many people still feel they can't enjoy new roofs because they haven't sufficient cash on hand to pay the entire cost in one payment," he states. "Consequently, it's up to us to make this fact well-known."



"WE'LL LET SCHUST-SHIRLEY CO. RE-ROOF OUR HOUSE!"

Smart folks!
For a sure, dependable new roof . . . see the SCHUST-SHIRLEY COMPANY. Our modern Everlast Roofing will beat back those April showers . . . keep your home weathertight . . . add to its beauty.

Call A-7491

FOR A FREE ESTIMATE
Or contact your nearest representative:

BERNE	Wiley Avenue	1954
NORTH WEBSTER		
Homer Union	18-4-30	
SOUTH WHITNEY		
Bay Boulevard	123-7-33	

\$8.00
A MONTH
RE-ROOFS

The Average 5-Room
Home

Schust-Shirley Co. Inc.

INDUSTRY INSURANCE & REPAIR COMPANY

SERVING THIS COMMUNITY SINCE 1918

Attractive display advertising like that above is regularly placed by Schust-Shirley in the Fort Wayne papers.

At the bottom of each ad, readers are informed that the firm has "served the community since 1918," an important item, says Mr. Shirley.

Radio Advertising Used

Radio is also used extensively by the firm, with 40 second tie-in announcements used in connection with a news broadcast each Monday evening. The announcements not only stress insulation, but also the other products carried by the firm.

Since Schust-Shirley cover 8 counties, they rely heavily on direct mail, and find that it is one of the best mediums of promoting new sales. Most of the direct mail is beamed at the rural and surrounding small towns.

Finds Direct Mail Better In Rural Areas

"We have found that the larger the town, the less results we obtain. It's my opinion, that in the city, a piece of advertising literature often goes into the waste basket without being read, while the farmer and the small town people will take the time to read the advertisements," says Shirley.

Mailings are sent out on roofing in the spring. Screens and awnings are also pushed at the same time. During the hot summer months, and the cold of winter, insulation is emphasized.

"We find that when people are the most uncomfortable, we obtain the best results as far as insulation sales are concerned," points out Shirley.

One of the methods that creates much interest, the firm has found, is the two-way post cards used to offer a free book that discusses the money-saving features of insulation. When the reply card is sent back to the firm, a salesman makes a direct contact with the

(Continued on Page 27)

Aluminum Gutters and Downspouts

Rapidly Installed In Big Development

INSTALLATION of gutters and downspouts by the roofing and siding contractor rather than the plumber has become an increasing practice in recent years. Contractors have begun to emphasize gutter and downspout installation as a valuable diversified line in doing a year-round business.

An unusually large installation of gutters and downspouts was completed recently by Aluminum Products Co., of Louisville, Kentucky, under the direction of G. M. Chappelle. Utilizing aluminum materials throughout, Mr. Chappelle installed all the gutters and downspouts in the nine million dollar housing project at Ft. Knox, Kentucky. 42,116 feet were gutters, and 16,000 feet were downspouts.

Enjoy Working With Aluminum

Mr. Chappelle said his men like to work with aluminum as it is easy to assemble and handle. For example, the light weight of aluminum makes it possible to assemble gutters into 40-foot lengths and install them in these long lengths, as shown in the accompanying illustrations. This is about twice the length that would be practical to handle in one piece when installing galvanized gutters, he reports.

An aluminum ladder is employed as a convenient workbench when assembling the sections. Mill lengths are joined by a mechanical lock and sealed with aluminum caulking mastic instead of solder.

Innovations Speed Job

Mr. Chappelle reports several innovations helped him speed installation on this job. First, 40-foot aluminum



Special device used to speed up the attachment of gutters, called the "nail slinger" is here shown being used by mechanic.

extension ladders capable of being easily handled by one man were employed. Second, the ladders were fitted with holdouts which hold the top of the ladder from 18 to 30 inches out from the building, making it easy to position

the gutters without strain.

Nail Slinger

In addition, a "nail slinger" was employed to simplify driving nails to hold the gutters in place. This nail slinger is shown in one of accompanying illustrations. It consists of a hollow metal tube big enough to contain the nail and a metal plunger to drive it. In use, a nail is placed in the open end. The worker then positions the nail where it is to be driven and pounds it in by blows on the head of the plunger.

Mr. Chappelle states his workers have found this device a valuable help in driving nails over the open portion of the gutter.

— Photos & Data Courtesy Reynolds Aluminum Co.



Aluminum gutters are being assembled into 40 foot sections from which it will be easy to apply them to the Fort Knox, Kentucky housing project. Over 42,000 feet of gutters were thus assembled.

**Booklet on Panels**

An illustrated 12-page booklet giving complete details of a new laminated panel designed to provide efficient, permanent curtain walls or interior partitions, is being offered by the Kaylo Division of Owens-Illinois Glass Company.

The booklet describes Kaylo Laminated Panels, a "sandwich" product two inches thick with faces of cement-asbestos board and an inorganic core of Kaylo Insulation. In addition they are available with wood veneer, and metal facings. The Kaylo material provides a core which is incombustible, lightweight and strong and offers insulating value as well as exceptional dimensional stability. The panels, nominally two inches thick, have better insulating value than 16 inches of concrete.

Each standard 4' x 8' Kaylo Laminated Panel provides a complete wall section, 32 square feet in area, weighing only about 200 pounds—which makes for speed of erection, the booklet points out.

The booklet also contains installation pictures, construction details and technical data.

Insulated Grommet

Announcement is made of a newly designed metal formed grommet completely covered with rubber. It is designed for insulating blanked holes in metal to prevent cutting, chafing, shorting and rattling of wires, cables, conduit, tubing, etc. which pass through the holes.

The new grommet is called the Arco "Sta-Put" series 3120 and is manufactured by Automotive Rubber Company, Inc.

R. L. Redmond, Sales Manager, advises that the principal advantages of the grommet are that it can be installed

easier and faster than any grommet previously offered and that it holds in position at all times. Regardless of the amount of motion or vibration in the part that passes through the hole it will not loosen or pull out exposing the sharp edges of the blanked metal.



Installation from the face of the hole is another feature of the new grommet. An expanding hand tool made available by the company is used to roll and force the curled prongs tight against the under-surface assuring a positive secure fit.

* * *

New Roof Shingles

New to the Celotex line of asphalt roofing products are Sta-Lock Double Coverage Shingles.

Sta-Lock Shingles have an exclusive interlocking design which assures double coverage over 100% of the roof area (triple coverage over 42%) and permits each shingle to be secured to the roof or adjacent shingles at 8 separate points. This provides extra wind protection and prevents shingle "blow-ups."

The unique design also provides a distinctive new pattern which, combined with the new lighter Celotex color blends and deep-grained texture, creates a roof of unusual beauty and character.

If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

Aluminum Ladder

Industrial accidents with the resulting cost of lost man hours due to falls from makeshift or unstable platforms can now be avoided by the use of a new lightweight, dual-purpose ladder being marketed by the Original Products Company.

The new aluminum 'featherweight' ladder is constructed in an efficient '2-in-1' style to serve the purpose of both a ten foot straight ladder and a standard six foot step ladder. Because of its design, the new ladder is easily converted from one form to the other.

Workers who do not wish to transport heavy ladders from the storage place to the site where they are needed, usually use some makeshift platform which often results in serious accidents, causing injuries, loss of man hours and needless expense. The new dual-purpose, lifetime aluminum ladder eliminates the cause of this trouble. The ladder is of heavy-duty aluminum . . . reinforced channel type construction. The ladder weighs less than 15½ pounds, yet each step can safely support more than 600 pounds.

The all-metal lifetime ladder has been 'safety-engineered' by industrial designers. Special non-skid pads are mounted on the flared rails to prevent slipping.

* * *

New Dampproofing Line

The Philip Carey Manufacturing Company has announced the addition of two new products to their damp-proofing line.

Specifically designed to reduce the penetration of moisture and underground seepage through foundations and walls above and below grade, these products are:

Carey Mastic, a heavily-fibrated asphalt compound for use in damp-proofing foundation walls below grade, or
(Continued on Page 35)

NEWS OF THE MONTH

ASSOCIATIONS • COMPANIES • PERSONALITIES • GOVERNMENT

Sixth Annual Picnic Held By New Jersey Roofers

Softball, a picnic lunch and other games highlighted the Sixth Annual Picnic and Outing of the Roofing, Siding & Insulating Guild of New Jersey. The all day outing took place at Angele's Grove in Union, New Jersey. Roofers from all over the State of New Jersey attended the affair, which took place on August 2nd, 1950.

Officers of the Roofing, Siding & Insulating Guild of New Jersey, an affiliate of the Northeastern Roofing, Siding and Insulating Contractors Association, Inc., include President, A. P. Kueller, Leonia; Vice President, Joseph M. Cerreta, Roselle Park; Secretary, Charles Reynolds, West Orange; Treasurer, S. Bernstein, Newark.

D. A. Lockwood, Flintkote Division Manager, Passes Away

Douglas A. Lockwood, Manager of the Building Materials Southern Division of The Flintkote Company, passed away on Wednesday, June 21, in the Baptist Hospital, New Orleans, Louisiana, after a brief illness at the age of 44.

Gordon G. Davenport Appointed New Southern Division Manager by Flintkote

Gordon G. Davenport, Manager of the Southeastern District Building Materials Division of The Flintkote Company, has been appointed Southern Division Manager to fill the vacancy caused by the death of Mr. Douglas A. Lockwood.

Mr. Davenport, a native of Texas, attended Texas A. & M. College, after which he became a territorial representative and then Branch Manager in the South for a national manufacturer of building materials.

Later he became associated with The Flintkote Company in a sales capacity, operating in the San Antonio area, and was promoted to manager of the Southeastern District in July 1947.

Silvercote Products To Be Sold By Bird & Son

Arrangements have been completed between top officials of Bird & Son, Inc., East Walpole, Mass., and Silvercote Products, Inc., Chicago, for Bird to sell Silvercote Reflective Insulation in the states now covered by Bird's Building Materials salesmen. The new agreement was announced by A. H. Anderson, President of Bird & Son, recently at a special dinner meeting of Bird & Son's sales managers and manufacturing officials from the East Walpole, Chicago and Shreveport, Louisiana, plants.

Details of the three reflective insulating materials named above were explained to Bird officials by A. E. Charles Dalley, President of Silvercote Products, Inc.; Fred C. Dalley, Executive Vice President, and Warren A. Knudson, Vice President in charge of Engineering and Production.

IF YOU MISSED THIS IN THE PAPERS

FHA Directive Makes 10% Payment Mandatory on Title I Loans

Federal Housing Commissioner Franklin D. Richards late in July announced further credit restrictions under FHA insured loan programs. This action is in accordance with the President's policy set forth in a letter to Raymond M. Foley, Administrator of HHFA, requesting the use of further credit controls to conserve building materials which may be needed for National Defense and to curb inflation.

In a telegram to all FHA field offices Commissioner Richards issued the following instructions:

(1) Construction cost figures used in insuring offices for the purpose of analyzing property for mortgage insurance or yield insurance shall be frozen as of July 1, 1950;

(2) Eligibility provisions of Administrative Rules under all mortgage insurance plans are amended by reducing the ratios of loan to value or loan to cost specified therein by five per cent of such value or cost;

(3) Dollar mortgage limitation on single family dwelling is reduced from \$16,000 to \$14,000;

(4) Cash down payment of ten per cent shall be required on property improvement loans under Title I.

The action described in the first three items are effective with respect to applications or requests for eligibility statements received by the insuring office after July 18, 1950. The down payment requirement on property improvement loans is to be effective with respect to all applications dated or executed on or after August 1, 1950.

Military housing and housing in Alaska are expressly excepted from the new FHA controls.

Construction Records Continued To Soar In June

Construction awards in June almost level with the high rate in May, according to F. W. Dodge Corporation, construction news and marketing specialists, in reporting a decline of only a tiny fraction of one per cent from the May figure.

The June total was only less than 1 per cent below the all-time monthly record high of \$1,350,496,000 in April.

Dodge's June total of reports in 37 states east of the Rockies was \$1,345,463,000 as compared with \$1,347,603,000 in May, a decline of only \$2,140,000. The June figure this year was 42 per cent greater than June 1949.

For the first six months of 1950 the Dodge reports of construction awards totaled \$6,854,148,000, which was 53 per cent greater than the corresponding figure for 1949. The total of square feet of floor area for the first six months of 1950 was 622,635,000, an increase of 68 per cent over the corresponding figure for 1949.

Residential awards in June totaled \$628,051,000, a decline of seven per cent from the May figure, but 69 per cent ahead of June 1949. The six-month figure for residential awards was \$3,257,125,000, almost exactly double the six-month total for 1949.

Non-residential awards in June were \$443,996,000, up nine per cent over the May total and 32 per cent ahead of June 1949.

Armstrong Cork Contract Awarded To Cleveland Company

Contract for the erection of movable steel interiors in the research laboratory of the Armstrong Cork Company at Lancaster, Pa., has been awarded to the E. F. Hauserman Company of Cleveland, Ohio.

The Hauserman Company will design and erect approximately 4,000 linear feet of office partitions and doors and 1,800 linear feet of wainscoting in the laboratory, which will be devoted to research into various types of building materials. The movable partitions make it possible for offices and individual laboratory rooms to be arranged to suit the needs of the research workers. The partitions for the X-ray medical examining room for employees will contain lead shielding.

The laboratory will have an overall length of 400 feet and will be three stories in height.

Articles Of Incorporation Filed By Landen Putty Works Of Malden

Articles of incorporation have been filed by Landen Putty Works of Malden, Mass.

(Continued on Page 34)

Survey Shows

WHO Wants Siding

WHAT Income Groups Will Buy It

THE desire to improve the appearance of a building is what sells insulating siding . . . but once it is sold and applied, increased comfort turns out to be an even greater source of satisfaction to the purchaser. That's what the Insulating Siding Association discovered from a market survey conducted for it by an independent research organization.

The poll offers important sales tips to distributors, dealers, contractors and others interested in insulating siding.

Popularity of the product proved to be unusually high—96.4 per cent of the users of insulating siding expressed complete satisfaction with it. A somewhat smaller number—87 per cent—expressed satisfaction with the application job.

Satisfied Users Bring New Business

Richard G. Breeden, executive secretary of the association which has carried on an aggressive campaign to establish high application standards, points out that even a few examples of poor workmanship can have a widespread effect on the majority of reliable siding firms. The survey showed that each satisfied user of insulating siding influenced an average of two additional sales by recommending it to friends. The reverse effect of a poor application job presumably might be even greater.

In another way, too, the poll proved that a job well done can be the best advertisement offered by an insulating siding firm. Observing insulating siding on neighboring homes was by far the most important way owners first learned about the product.

Other sources of satisfaction found among users of insulating siding were the realization that it did actually save paint costs, the durability of the product, its soundproofing qualities and, of



Richard G. Breeden
Executive Secretary, The
Insulating Siding Assoc.

course, the fact that it had made a tremendous improvement in appearances.

No difficulty was reported in obtaining loans for insulating siding applications. In that connection, it was noted that credit requests for siding work have steadily increased since the war period as in other fields. Resale value of buildings covered with insulating siding was rated highly by owners and

"Every Job Done Right, Sells Two More on Sight" Insulating Siding

This is the slogan adopted by the Insulating Siding Association at their recent summer meeting.

Statistics from the Association's consumer surveys have repeatedly proven that there is more truth than poetry in this little ditty.

Short articles on good application procedures and better selling methods of insulating siding will become a regular feature in the months to come.

many said they had received definite, increased offers.

Families with annual incomes under three thousand dollars constituted an average of one-half the total market for insulating siding from 1937 to 1949. These families purchased 41 per cent of the total in the pre-war years, 49 per cent during the war, and 59 per cent in the postwar period. Families whose chief breadwinner is a common or semi-skilled laborer constituted 78 per cent of the market for insulating siding after the war, a 25 per cent increase from the prewar years.

Owners who did not have insulating siding on their buildings also were polled as part of the Insulating Siding Association's market survey. Ninety-eight per cent of these reported familiarity with the product. They, too, revealed that the most important way they learned about it was through seeing insulating siding on neighboring homes. Forty-four per cent of them said they had never been contacted by an insulating siding salesman. However, 22 per cent said they would consider putting insulating siding on their homes.

Reasons For Buying

The survey showed that the biggest reason for buying insulating siding in the first place was to preserve appearances without the continual outlay of money for painting. To make the house warmer in winter and to cover up old siding in bad condition were next in order.

While preserving appearances and saving money were the principal reasons for purchasing insulating siding, once owners had it on their buildings, they found even greater satisfaction in the added comfort qualities. Of note, too, is the fact that while they had expected insulating siding to make their

homes warmer in the winter, they were pleasantly surprised to find them also much cooler in the summer. Such comments as the following were reported:

"The rooms are nice and cool—like walking into a refrigerator when you come from the outside."

"It keeps the house real warm in winter, and it is nice and cool in the summer. It is so quiet and nice. You do not hear outside noises."

"Always had to use a fan in the summer time before—but not now."

Comments on greater winter comfort and fuel savings also were highly favorable, though more to be expected. The average family reported it used 8.1 tons of coal a year before applying insulating siding, and only 6.1 tons afterwards—a saving of 25 per cent in fuel consumption.

Occupying the center spread on these two pages is a reduced approximation of the Insulating Siding Wall Chart recently produced by the Insulating Siding Association for the benefit of roofers and siding contractors.

Application of New Siding Boosts Property Values

A new trend in modernizing rental property is under way to enhance present property values and provide more tenantable space.

Existing dwellings are receiving a face lifting on the outside with a new material known as insulating siding. Resembling brick or stone surfacing, this product presents a beautiful, lasting exterior. Insulating siding is made in panels that are nailed over the existing surface of the building. Each panel is securely fitted together to make one continuous wall. The product can be easily applied over existing stucco or brick exteriors.

Insulating siding provides a number of economies besides beautifying the property. Once it is applied, it requires no further decoration or treatment. Its insulating qualities effectively reduce fuel savings, an important asset in most rental property. Summer comfort is another advantage. Just as it keeps heat in during cold weather, it keeps heat out in warm weather. Interiors are far more livable because they are cooler and more comfortable.

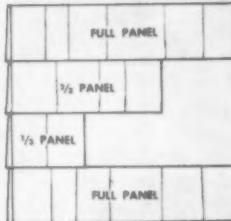
RECOMMENDED METHODS

Insulating

The finished appearance of a building covered with Insulating Siding depends a great deal on the preparation of the surface. Correct any defects in the building such as window and door frames out of true. Go over the surface to be covered to assure a smooth firm nailing base for Insulating Siding panels, renewing loose boards, and patching bad spots.



On brick, stone, and stucco buildings apply vertical furring strips to conform to mortar joints of Insulating Siding usually eight inches on center. Make certain there is a furring strip behind the siding panels where the ends join together. Furring strips are not necessary over old wood siding, except to back up horizontal joints that fall in the valley between shiplaps.



As a general rule to match patterns, start the first course with a full panel, the second with one-third of a panel, the third with a two-thirds panel, and then repeat. On brick designs the panels must be cut in multiples of one and one-half bricks so that the mortar lines of alternate courses match properly. Always follow the manufacturer's application directions.



Nail each panel securely by equal distribution of nails of the type specially designed for this purpose. Nail only in the mortar lines of brick and stone design, and the shadow lines of wood design. Be careful not to drive the nail head through the siding surface. Refer to manufacturer's application directions for nailing details.



Apply caulking compound around all openings after application of the panels, and also at any other point where panel is cut. On corners, apply a bead of caulking compound on the back of each corner piece $\frac{1}{2}$ " from each edge before installing.

EVERY JOB IS A

FOR APPLYING

Siding

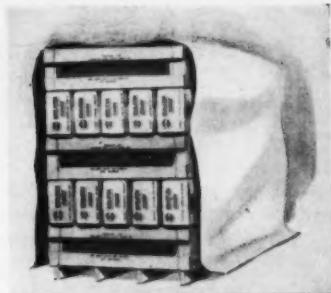
Above right, store Insulating Siding bundles on edge on a dry surface or platform . . . protect from weather with a suitable covering. Never apply panels to a damp wall surface.

Starting at the lowest corner of the building, and working left to right, lay up first course to a level chalkline, so that panels are about one inch below old wall line at any point, but well clear of the ground. When possible complete siding on one wall at a time, instead of working all sides of the building simultaneously.

Fit panels snugly in place by hand . . . never drive them tight with hammer or board.

To cut panels, score both sides deeply with a sharp knife and break.

Paint wood trim and other surfaces to be left exposed. It is good practice to always paint wooden back moulding, quarter round, and drip caps.



HHFA Will Make Studies To Aid Contractors

At least two of seven housing research projects now underway by the Housing and Home Finance Agency should be of special interest to roofers and siding contractors. One will concern the designs of roofs for snow load in various sections of the country; the other will study the serviceability of flashing materials in dwelling construction.

The projects are being conducted by the Standards bureau of the U. S. Weather Bureau, in conjunction with the University of Toledo.

The Weather Bureau will investigate actual snow depths and weights on roofs at various localities in the United States. There is a tremendous variation on design requirements in roofs on account of snow. For example, Buffalo, N. Y. requires roofs with sufficient strength to bear 30 pounds of snow per square foot, while Syracuse requires 40 pounds, and Albany 50 pounds. Some cities in the South require higher design strengths than some in the North. The inaccuracy of the data stems from lack of actual measurements of snow that remains on roofs.

In its investigation of the serviceability of flashing materials, the Bureau will study 17 flashings of organic or organic-metallic character and two metallic flashings for comparison purposes.

The Plant Industry Station, Department of Agriculture, will make a study to determine the life expectancy and durability of materials used as vapor barriers over soil in crawl spaces of basementless houses.

Home Improvement Planned in Stages; Repair Work First

Home improvement programs can be broken down into three stages. In the order in which the work usually is done, these are:

1—Urgent repairs. For example, covering a leaky roof with asphalt shingles needs to be done without delay because a sound roof is essential for protecting all the rest of a house and its contents.

2—Modernization for better living. For example, new kitchen cabinets

(Continued on Page 29)



Books

Building Insulation. by Paul D. Close, B.S. 3rd Edition—Revised and Enlarged, contains 359 pages, 154 illustrations, 54 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$4.50.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house, or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Work. by William Nuebecker 360 Pages, \$3.00. A generously illustrated manual of practical self-instruction in pattern drafting and construction work. It includes chapters on tools, methods of obtaining patterns, workshop problems, problems for light gauge metal, coppersmith's problems, problems for heavy metal, skylights, roofing, cornices, work and patterns for forced-air fittings.

Asphalt and Allied Substances. by Herbert Abraham, 1,515 Pages, \$22.00 for New Edition. A key to virtually all available knowledge on asphaltic, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

Skylight and Room Tables. by H. Collier Smith, 134 Pages, \$1.50. This is a time-saving reference book giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades. by Townsend-Dalzell-McKinney, \$5.50. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulking files of cost data, this book will prove to be indispensable.

Roofing Facts Worth Knowing. by G. W. Owen, \$1.00. An illustrated booklet of interest to roofers and their customers. Contains many valuable items of information including history and importance of roofing, built-up roofing, flashing information, factors affecting the choice of a roof, roof maintenance and many others. This booklet can be used as a selling aid for your salesmen.

My Hardest Sale is an account of twenty difficult sales that were closed through clever, unusual stunts. Every salesman selling roofing, siding and allied products can get hundreds of dollars worth of ideas out of this brochure. It costs only \$2.00 each, or \$1.50 for 10 or more. Put this live, practical 22-page book into the hands of everyone of your men.

Cash only—List the books you want, attach to check for the proper amount, and mail to . . .

BOOK DEPARTMENT

AMERICAN ROOFER
425 Fourth Ave., New York 16, N. Y.

Bookkeeping System

(Continued from Page 14)

modernized other phases of our business—we called in an accounting payroll expert of The Todd Company of Rochester, New York—Edward J. Harmon of that company's Detroit staff. He made a thorough study of our existing system, quickly spotted the bugs in it and added some valuable

Here are the basic elements of Western Water-proofing Company's payroll and job cost system as developed by the Todd Company, Rochester, N.Y., to meet the contracting firm's special problems: (1) is a weekly time sheet in duplicate. The duplicate is perforated into 10 strips (shown torn and folded back over the carbon) which are separated and filed by job; (2) shows the central operation on the Todd Form-Master in which the paycheck, individual earnings record and week's payroll summary are posted simultaneously in a single writing; (3) is the job cost sheet which replace the company's accounts receivable ledger. On it are posted all labor charges, billings and payments for the job.

information from his knowledge of a new type of voucher check which had just been developed by his company.

After considerable study, plus many hours of work with us in blue-printing our exact needs at no cost and without obligation to us, we developed a procedure which we estimate saves us at least \$1,000.00 a year in actual, provable bookkeeping economies, to say nothing of the gain made through increased accuracy, a hidden savings which means bigger profits for us.

Here's the way our modernized accounting system works—and it's simplicity itself:

1. A newly designed weekly time sheet was developed, to be made out in duplicate. From this simple, easy-to-handle sheet, all necessary payroll information can be



3. The original of the weekly time sheet is separated from the duplicate and filed in a post binder.
4. The duplicate of the time sheet is perforated into 10 strips, each strip for a different job. These are torn apart, sorted down and filed by job. When the job is completed, these strips provide a complete and accurate record of all labor costs—total hours and gross earnings. An adding machine tape is run to give the posting for the job. The job cost sheet gives the rest of the information needed to bill the job and it also is designed to replace our accounts receivable ledger as it records all billings and payments.

Our payroll and cost bookkeeping work is now half what it was before!

Nailing It Down (Continued from Page 9)

do, but parents willingly cooperated to get their child a free kite.

* * *

Too often, long-winded sales talks can lose sales. A New York company makes sure this doesn't happen by sup-

plying its salesmen with an old-fashioned hour-glass egg timer. Unit is a five-minute timer. Salesman's pitch is exactly that long. Potential customers like the idea of a short sales talk, plus getting a kick out of the unusual salesman's tool.—S. H.

Brains Are Important

(Continued from Page 12)

wife's time, for the privilege or being in business. If this is the way your thoughts run, it's high time you went back into another man's shop. Business men work for profit and if they don't get paid for their efforts they don't stay.

Costs Must Be Predetermined

Whenever you submit a bid which includes only the totals for material and labor, with perhaps a "blue sky" overhead figure, you're headed for disaster. Part of your business apprenticeship must include means of accurately determining *all* costs—overhead, depreciation, taxes, bad debts, insurance, supervision, claims and adjustments, etc.

More new contractors have gone into business since the war than at any similar period in history. Already many of them are being forced out because mere skill and strength won't qualify their owner for managerial duties.

This lesson is going to be taught over again in the years just ahead. Every time the construction index takes a slight dip a few men will be thrown out of work. Those who can scare up enough capital to obtain tools will launch their own business rather than remain idle.

Even though they don't deliberately cut prices, each of these hopefuls will harm the industry through their own ignorance of a job for which they've had no training. If you are in this category, why not climb up before you fall flat on your face?

Title I Banner Year

(Continued from Page 11)

geographic concentration of these operations. From the inauguration of this program in 1934 through 1949, property in six heavily populated states accounted for half of all Title I insurance written. These states include New York, which accounted for 15.3 percent of the total, followed by California with 10.3 percent, Michigan with 17.6 percent, Illinois with 6.3 percent, Pennsylvania with 6.2 percent, and Ohio with 5.5 percent. A table from the Annual Report showing the distribution for all states appears with this article.

As of the end of 1949, national banks

(Continued on Page 26)

"NO OTHER WAY TO GET MATERIALS UP FASTER"

—says Carl E. Johnson of RAINVILLE-CARLSON, INC.

- INSULATION
- FELT
- PITCH
- ASPHALT
- SHINGLES
- GRAVEL
- BARRELS
- WHEELBARROWS
- KEGS
- DRUMS
- TOOLS
- EQUIPMENT

**UP IN SECONDS
WITH THE
American
Roofer's
Hoist**



Mr. Johnson ought to know. As superintendent and partner of one of Minneapolis' leading roofing and sheet metal contractors, he has an AMERICAN Roofer's Hoist working for him every day.

"Handles 500 pounds like nothing," he states. "Hoist itself weighs only 410 pounds . . . goes to our jobs in a light truck or trailer . . . one man rolls it where we need it. Easy to set up, starts right off, easy to control."

"On a recent 800-square roofing job," says Mr. Johnson, "our Roofer's Hoist lifted over 418 tons of material . . . got each load up in seconds and with complete safety."

Speeds from 150' to 500' a minute. Capacities from 200 to 650 lbs. single line pull. You'll like the low upkeep of this light, rugged hoist. Only pennies a day to own and operate. Call your AMERICAN HOIST distributor, or mail coupon below for literature.



PRICED COMPLETE

\$420.00

F. O. B.
St. Paul, Minn.

American Hoist

& Derrick Company

St. Paul 1, Minnesota

Plant No. 2: South Kearny, N. J.

Sales Offices: New York • Pittsburgh • Chicago

American Hoist & Derrick Company

3 St. Paul 1, Minnesota 5116

● Please send literature on the
American Roofer's Hoist.

Name _____

Company _____

Address _____

City _____

Zone _____ State _____

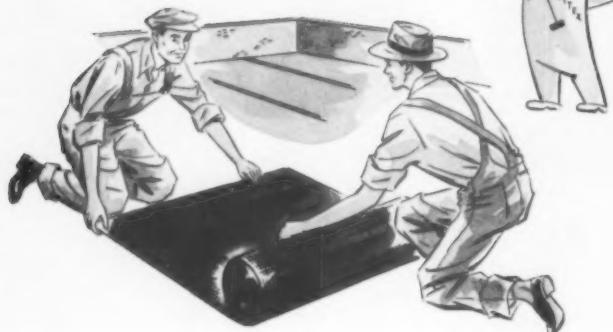
Not just 1...Not 2...

CHASE IMPERVITEX

THE NEW IMPROVED ROOFING MEMBRANE

... gives all **3**

- 1 ECONOMY**
- 2 LONG LIFE**
- 3 EASE OF APPLICATION**



Chase Impervitex is a thoroughly tested roofing membrane made from Chase Topmill Burlap, completely saturated and rotproofed. Its greater tensile strength assures roof satisfaction—not affected by ordinary construction shifts. When used as a cap sheet over old roofs, Chase Impervitex gives many years of additional roof service. Comes in 50-yard, easy-to-apply rolls. Ideal also for stripping, patching and flashing. Open pores permit perfect bond of waterproofing agents. Get complete details on Chase Impervitex. Mail coupon today.



CHASE BAG CO.
309 W. JACKSON BLVD., CHICAGO 6, ILLINOIS

GENTLEMEN: I AM INTERESTED IN IMPERVITEX

- HAVE SALESMAN CALL
 SEND INFORMATION

NAME.....

ADDRESS.....

STATE.....

CHASE BAG Co.

General Sales Office: 309 W. Jackson Blvd., Chicago 6, Illinois
Branches Located Coast to Coast

Kinks and Short Cuts

"Efflorescence" On Masonry Walls

Q—What is the whitish substance sometimes found on masonry walls?

A—This is "efflorescence" and is caused by soluble salts in the masonry washing out through the joints. It frequently indicates that moisture is penetrating the brick or stone. To correct the trouble, consult a masonry contractor.

Temporary Cutter Repairs

Temporary repairs good for several years can be made to gutters with pieces of heavy canvas or duck that are thoroughly coated on both sides with white



lead or good paint. Leaders can be wrapped with some canvas strips similarly coated.

Cutting Costs of Walls and Roof

A Connecticut builder has found a way to cut the cost of walls and roofs in low-cost housing. For the walls two layers of tongue and grooved fir planks with three-quarter inch layer of insulation between are used. The exterior wood layer forms the exterior finish, and the interior layer the interior finish.

Tongue and grooved fir planks left exposed for the ceiling are laid over the roof rafters. The roof is built up felt, tar and gravel surface on insulation board, fastened to the fir planking.

This type of wood construction is said to be commonly used in the Scandinavian countries.

Washing Painted Sidewalls

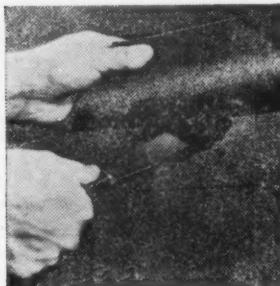
Q—What kind of cleaning materials should be used to wash painted exterior sidewalls of a house?

A—Soap and water usually are sufficient. Where there is a good deal of

soot in the air, it might be necessary to add a commercial paint-cleaning agent to the water. In either case, wash a small, inconspicuous area first to make sure that washing will not harm the paint. In scrubbing a wall, start at the bottom and work up.

Cement Shingle Tabs

In areas where farm buildings in exposed position are subject to winds of demolition force, asphalt shingle roofs can be made windtight by cementing down the shingle tabs. The cement holds the tabs down so that wind cannot blow underneath to lift the roofing from the roof deck.



Quick-setting asphalt cement is used and can be applied with either a putty knife or a caulking gun. Place a spot of cement about the size of a 50-cent piece under the center of the exposed portion of each shingle tab and press the tab down firmly. Do not bend the tabs back farther than necessary. Use special care on sections of the roof most vulnerable to wind—the eaves, the rakes and the ridge.

Ladder Safety Practices

When ladders are properly built and given consistent maintenance the work of preventing accidents arising from their use is only half done. It is necessary to see that they are suitable for the job at hand and that they are not misused. Here are a few general ladder safety practices.

1. Broken or weak ladders, or ladders with weak or missing rungs should not be used.

2. Ladders, when in place, should have a substantial bearing for all rails at the bottom and, when inclined, should have a substantial support at or near the top.

On this famous public building

Here you see PC Foamglas insulation being laid on the concrete roof deck of the United Nations Secretariat Building. The strong, rigid blocks lie flat, stay in place and form a firm level base for roofing felt. Foamglas is light in weight that it can be readily hoisted and handled by minimum crews.



...and on countless commercial and industrial buildings

PC FOAMGLAS —the long life roof insulation

• The roof of the United Nations Secretariat Building in New York City is insulated with PC Foamglas. This is just another indication of the wide acceptance enjoyed by this unique insulating material. Gratified owners and satisfied roofers can tell you that they prefer Foamglas because it is giving long lasting satisfactory service on all types of flat and pitched roofs, on all sorts of buildings.

Its cellular glass structure makes Foamglas an exceptionally effective insulating material. Being glass, it has unusually high resistance to moisture, vapor and acid atmospheres, is noncombustible, odorless and verminproof. In fact, when properly installed, PC Foamglas retains its original insulating effectiveness. Consequent savings on repair, maintenance and replacement costs make Foamglas an exceptionally economical insulating material.

To assure your customers long lasting satisfaction with every roof insulating job, make sure that you have the fullest information on the physical properties of PC Foamglas and on the latest installation procedure for each type of roof. Just mail in the convenient coupon and our latest booklet on the use of PC Foamglas for roof insulation will be forwarded promptly, along with a sample of the material.

This is FOAMGLAS®

The entire strong, rigid block is composed of millions of sealed glass bubbles. They form a continuous structure which has unusually high resistance to moisture, vapor and acid atmospheres, is noncombustible, verminproof and odorless. In those closed glass cells, which contain still air, lies the secret of the material's long life insulating efficiency.



Pittsburgh Corning Corporation
Dept. W-80, 307 Fourth Avenue
Pittsburgh 22, Pa.

Please send me without obligation,
your FREE booklet on the use of PC
Foamglas Insulation for roofs and a
sample of the material.

Name.....

Address.....

City..... State.....

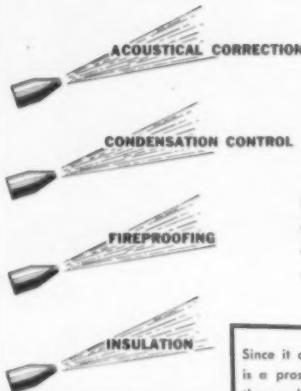


FOAMGLAS INSULATION

When you insulate with FOAMGLAS... the insulation lasts!

SPRAYED INSULATION

SprayKote



SprayKote has an extremely high coefficient of sound absorption. This makes it ideal for interior insulation in churches, auditoriums, offices, restaurants and theatres.

Condensation is effectively controlled by SprayKote, opening a tremendous industrial and home market.

SprayKote is ideal thermal insulation. Sprayed from a gun directly on any surface it forms a uniform coating, eliminates the dust usually present during application, and is water-repellent, wind-tight and fireproof.

Since it can be applied on ANY surface, EVERY building is a prospect for SprayKote. Large volume, big profits, thousands of prospects. . . Write today!

**WRITE
for
DETAILS**

SPRAYED INSULATION, INC.
56-58 CRITTENDEN ST.

NEWARK 4, N. J.

**"It's worth \$200 but cost \$2"
"Best stuff for salesmen I ever saw"
"Helped us in selling"**

These are just a few comments from contractors about

My Hardest Sale

A file size brochure containing twenty authentic, practical stories from roofing and siding salesmen of their actual closings.

For Salesmen Who Want to Make More Money

This brochure should be studied by every salesman in the roofing, siding and insulation industry. It is a gold mine of practical sales experience. Straight from the shoulder, it makes interesting reading and gives money-making information. Each \$2.00—10 or more, \$1.50 each.

Easy Order Coupon

AMERICAN ROOFER & SIDING CONTRACTOR
425 Fourth Avenue, New York 16, N. Y.

Send me at once _____ copies of "My Hardest Sale." I enclose
 check money order (or bill me) _____
 Firm _____ Name _____
 Address _____

Tips For SALESMEN

Your Prospect: 12 Points To Memorize

Good advice is always worth repeating. Quite a few years ago the Ruberoid Company stated succinctly what every salesman should know about his prospect. The advice is as good today as it was then. Here are 12 things the good salesman gets to know about every prospect:

1. The address of the building.
2. The name and address of the owners.
3. The kind of improvements or repairs that should be made.
4. The condition and kind of roof.
5. The condition and kind of sidewalls.
6. Whether the building is insulated with mineral wool insulation.
7. The type of heat used.
8. The annual expenditures for fuel.
9. Whether the owner is employed or financially able to purchase.
10. What his occupation is. Where he works.
11. The various types of sales resistance to overcome.
12. When the owners can be seen. Whether a definite appointment was made.

Title I Banner Year

(Continued from Page 23)

were the leading type of institution financing Title I loans, accounting for 42 percent of the total amount financed by all institutions from 1934 through 1949, followed by state chartered banks and finance companies, which each accounted for 28 per cent of the total. Savings and loan associations and other types made up the remaining 2 percent.

About 22 percent of the cash disbursed in 1949 by the 4,000 financial institutions operating with Title I insurance was used for heating systems, 16 percent for additions and alterations to properties, 16 percent for exterior finish such as paint, 12 percent for insulation and the remainder for plumbing and other purposes. The following table shows for each major type of improvement the amount of net proceeds

of the loans insured during 1949 and a percentage distribution of this amount. However, since only the primary purpose of a loan is reported to FHA, it is possible for a portion of a heating loan, for example, to be used to finance plumbing or roofing repairs.

Almost 78 percent of the amount of these loans in 1949 improved single-family homes and 13 percent improved multi-family dwellings. The remaining 9 percent was quite evenly distributed among commercial and industrial structures, farm buildings and miscellaneous improvements including garages.

Commissioner Richards pointed out that Title I operations, since insurance premiums were authorized in 1939, have been carried on without cost to the taxpayer. During the 15½ years of operations, FHA has insured ten million Title I loans aggregating \$3.9 billion, on which net losses to FHA insurance reserves have been only \$43.3 million, or 1.1 cents on every dollar of insurance. Although gross claims paid through the end of 1949 totaled \$92.3 million, or 2.34 percent of the net proceeds of all loans insured, \$34 million of this had been recovered through 1949 and \$15 million was in the process of collection as of the year end.

He "Raises The Roof"

(Continued From Page 15)

customer by delivering the book, and in this manner, is able to "break the ice."

Mailings Monthly

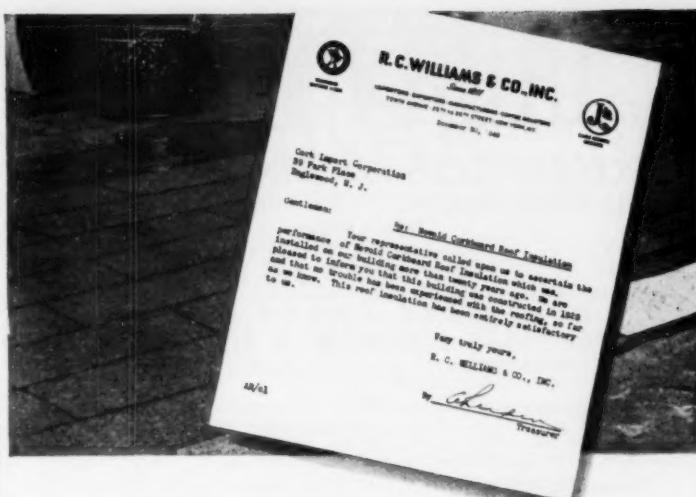
At least once each month, some type of literature is mailed to prospects in order that the public will not forget the firm name.

Information as to the number of routes and box holders on the routes is obtained from the postoffices. A special mailing permit enables the firm to thoroughly cover the area.

Six Trucks

Schust-Shirley's 6 trucks are attractively lettered, and are also credited for keeping the firm's name in circulation.

Seven salesmen are thoroughly schooled in all phases of the firm's operation with regular meetings and



Wouldn't you rather rely on EXPERIENCE?

It's all very well to trust laboratory data—when nothing better is available. But in roof insulation there's a wealth of more dependable information—actual experience with Novoid Corkboard's performance on the job.

Nothing else on the market today has a record like corkboard's—for efficiency, low cost, ease of handling, and long trouble-free service. It's a record established

under all kinds of unfavorable weather and humidity conditions, the year round, year after year, for more than twenty years!

There's no better assurance you can give the customer who wants a quality roof than this service record of Novoid Corkboard Insulation. You can get Novoid from a distributor near you. May we send you his name? Novoid Cork, Englewood, New Jersey.

NOVOID CORKBOARD ROOF INSULATION



**ON-THE-JOB
TESTED MOPS**

KOOFER'S MOPS ON HARDWOOD HANDLES
YARNS ON TUBES OR CUT AND TIED
Write for Prices and Yarn Samples
"QUALITY PAYS FOR ITSELF"

EUREKA MOP MFG. CO.
1808 CHOUTEAU AVE.
ST. LOUIS 3, MO.

MINERAL RUBBER
RUBERTITE

Tested and approved by ASCEM

COLD PROCESS ROOFING PRODUCTS

7228 N. E. Miami Court MIAMI 38, FLORIDA
 Phone 89-2401

Mr. Roofer:

You can manufacture your own COLD PROCESS ROOF COATINGS, with

RUBERTITE CONCENTRATE

A Mineral Caoutchouc, Latex and Lignin Compound.

RUBERTITE CONCENTRATE is used in combination with RC-1 cut-back asphalt, to make RUBERTITE COLD PROCESS ROOF COATINGS.

Federal and State specifications on all jobs for waterproofing, are "RC-1 cut-back asphalt" (RAPID CURE ASPHALT). RC-1 cut-back asphalt is being supplied by many oil companies, who make deliveries in 50 gal. quantities or over. Prices for RC-1 cut-back asphalt range from 9c to 16c per gal. depending upon quantities and locations.

The proportions of RUBERTITE CONCENTRATE to the asphalt cut-back are from 5% to 10% of the asphalt volume.

Approximate costs per gal. of the finished products.

	RUBERTITE	
	Fibroid	Laminary
RC-1 cut-back asphalt	50 gal.	\$6.50
RUBERTITE CONCENTRATE	2½ gal.	5.65
ROCK-WOOL (white) fiber	25 lbs.	.75
Chemical (household variety)		.10
Total costs per drum (55 gal.)	\$12.98	\$18.50

(If asbestos fiber is to be used, the cost per gallon will be 3c more)

RUBERTITE CONCENTRATE dissolves rapidly in cold mix with the cut-back asphalt. A mechanical agitator may be used, or a common garden "T" rake to stir the mixture in open 55 gal. steel drum. Mixing time 5 to 10 minutes.

RUBERTITE CONCENTRATE is available in 5 gal. cans and in 55 gal. one way steel drums. Prices are \$2.50 per gal. in 5 gal. cans and \$2.25 per gal. in 55 gal. drums F.O.B., U.S.A. destination. Minimum orders for prepaid freight — 2/5 gal. cans or 1/55 gal. drum.

In general roofing, Rubertite Laminary and Fibroid are about 50-50 on quantities used. In estimating on bids for jobs, an average of 32c to 35c per gal. should be the basic figures for material.

The roofer who gets into his independent manufacturing, and applying of Cold Process RUBERTITE, to new and old roofs, can be assured of the merits of the products. The property owners can be given long time guarantees with certainty.

Territorial FRANCHISES are now open everywhere.
 To Roofers, Jobbers, Dealers and Salesmen.

Write Today

COLD PROCESS ROOFING PRODUCTS
 7228 N.E. Miami Court MIAMI 38, FLORIDA



training films shown twice each month. Each Monday at noon, salesmen meet with Mr. Shirley at a local hotel and have lunch together. During the lunch, conversation centers on the hobbies and other interests of the salesmen, and as a result, puts them in a talkative mood.

After the lunch, the group retires to a private room where a 2 hour discussion takes place.

"At these discussions," says Mr. Shirley, "problems are brought up and ironed out. Then, our records for the week are carefully examined. If the record is poor, we endeavor to find out

why. If it's good, we discuss the advantages of continued use of current tactics."

Twice each year, the meeting includes mechanics and applicators. Their particular problems are thoroughly discussed, and Mr. Shirley finds that as a result of such meetings, "we are able to develop a better understanding between the applicators and salesmen."

Schust-Shirley salesmen find it advantageous to show prospects photographs of the firm, and in this manner are able to sell the company to the customer first, then follow through with

complimentary letters from satisfied customers, and a list of installations made.

"In almost every neighborhood there will be someone on the list that the prospect knows. This gives us a decided advantage. Next comes demonstrations of the product, and finally the close," says Shirley.

Watch For Openings

"I try to teach salesmen what I learned when I sold books to work my way through school. When making demonstrations, or carrying on a conversation, watch your customer. There is always some particular point of interest that snarest the attention of the prospect. This presents the opening which the salesman should utilize and capitalize upon."

Salesmen contact prospects at least once every 60 days. If a particular prospect is rude or hard to handle, a letter is written to the latter thanking him for the courtesy extended the Schust-Shirley salesman when he called at his home. In most cases, says Shirley, the next time the salesman comes to call, he is treated more cordially.

Fighting Racket Contractors

Because of the fact that many itinerant contractors have come into the city, then moved on in 6 months leaving in their wake a long list of complaints at the Better Business Bureau, the firm joined with others in forming a local association in an effort to combat such practices, and to promote better business standards, says Shirley.

"Too many contractors go into business without adequate knowledge of the field, and do not realize their responsibility to the public. They feel that anything they can get by with is permissible, and don't realize it hurts business in general."

"Although there seems to be a belief on the public's part that many in the business are crooked, I feel that the percentage is very small. We hope, with our association, to make each member understand that, 1) his first responsibility to the public is a thorough knowledge of his business; 2) he must conduct his business in such a manner that he has the respect of all those with whom he deals."

The firm employs a total of 28 people.

First Aid Training Important to Roofers

In studying the cause and effect of first aid training as a factor in inducing employees to become more safety conscious, a pamphlet issued by the National Safety Council outlined some of the reasons as follows:

1. First Aid Training teaches a man to think in terms of physical suffering;
2. First Aid Training causes him to view unusual situations in terms of safety;
3. First Aid Training creates a tendency mentally to place himself in the victim's position;
4. First Aid Training induces the worker to study how to keep himself from being involved in an accident;



5. First Aid Training impels a man to analyze his particular job, and by so doing, to foresee and eliminate conditions that might bring about an accident;
6. First Aid Training urges workers to take more interest in their physical well being.

All persons who are charged with the responsibility for the direction and supervision of other persons should have at least standard first aid training and should renew that training periodically to maintain a current first aid certificate.

Home Improvement

(Continued from Page 21)

might not be necessary but they add to the appearance of the house and make kitchen work easier.

3—Additions for future use. Finishing of roofs in an attic or a basement or construction of a new section for a dwelling are improvements in this category.

KARNAK

MEMBRANE WATERPROOFING FABRIC

is As THRIFTY as a Glasgow Housewife

You save 3 ways with KARNAK membrane waterproofing fabric! It's thrifty because there's no waste: it's evenly rolled so that you can use it down to the last inch—no ragged ends to throw away. Packed in individual cartons.

KARNAK can be used at extreme temperatures. It unrolls smoothly at all temperatures, saving time and labor costs, speeding up the work.

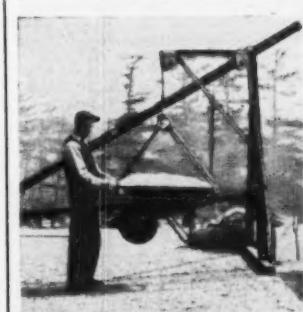
Made of strong cotton fibers, closely woven and heavily impregnated with asphalt, KARNAK fabric is very pliable and prevents rupture from expansion and contraction. It is the finest quality, meeting all government and ASTM specifications. There is a KARNAK product to meet every asphalt specification.

KARNAK Asphalt Coatings
for Roofs, Metal Surfaces and Masonry Surfaces. Foundation coatings, for brush, spray or trowel application.

KARNAK Aluminum Roof Coatings

Write today for illustrated Specifications Book.

LEWIS ASPHALT ENGINEERING CO.
30 Church St., New York, N.Y.
Manufacturers of Asphalt Specialties for 25 Years



CLIFFORD SWINGING DERRICKS

Get the load onto the roof deck instead of just up to it!

The Clifford Derrick patented, out-swinging arm not only clears obstructions between the deck and the ground but it also swings the load in easily on ball bearings.

Your loads are spotted well in on the roof deck with the labor- and money-saving CLIFFORD DERRICK.

Write for details and the name of nearest distributor.

BEACON SALES COMPANY
15 WATER STREET
CHARLESTOWN, MASS.

AIR-O-CEL announces NEW RIGID Backing for Aluminum Siding

Sure, there is a big demand for aluminum siding jobs, and there will be a still bigger one when you use the new AIR-O-CEL Backer Board made especially for use under aluminum siding. Why? Because it backs up aluminum siding 4 ways:

1. it reduces the tendency of metal to wave.
2. it deadens the sound of objects hitting the siding.
3. it insulates.
4. it acts as a vapor check.

ONLY AIR-O-CEL OFFERS YOU:

An extremely rigid corrugated board approx. $\frac{1}{4}$ " thick.

- completely asphalt-saturated.

- weighs 320 lbs. per 1000 square ft.

- for easy handling it comes in sheets 30" by 48".

- value added to the job greatly outweighs low cost

Don't forget — it backs up metal 4 ways!

Write for samples & complete story:

*Trade Mark Registered U. S. and Canadian Patent Offices. © 1948

AIR-O-CEL COMPANY
22000 WOODWARD AVE. • DETROIT 20, MICHIGAN



**They must make
good or we will!**



STAY SHARP ROOFING KNIVES

First choice with roofers for almost 100 years. Stay Sharp Knives are preferred because they have a keen, rigid blade that cuts and trims smoothly—evenly—accurately! Hand-honed blades, uniformly tempered by an exclusive process are driven into custom built handles . . . never wobble. And you'll never tire from an uncomfortable grip—Stay Sharp Knives are designed for perfect palm fit, always giving you a firm grip.

Since 1850, R. Murphy Stay Sharp Roofing Knives have made roofers' work easier. They must make good or we will!

Ask for them at your nearest Hardware or Roofing Supply Store

**No play!
No wobble!**

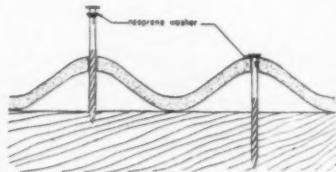
**R. MURPHY'S
SONS COMPANY**
AYER,
MASSACHUSETTS

R. MURPHY Knives

Aluminum Nails (Continued from Page 13)

etching solution also removes all grease and oil, and renders the nails as close to palatable as any available.

A big market the aluminum nail people are gunning for is the fastening of asbestos siding. Accelerated tests aimed at the asbestos siding manufacturers by the Aluminum Company of America show that corrosion resistance of aluminum nails in asbestos cement siding is good in both industrial and sea coast atmospheres, the toughest conditions. The dense nature and stability of asbestos cement actually resists the leaching of appreciable amounts of alkali from the siding. In addition, the nails—if properly specified—are resistant to any alkali which is leached from the siding because of a protective film which the metal develops.



Washer on aluminum nail designed for installing corrugated roofing expands to plug drill hole in roofing when head comes down on it. Nails are screw-cut for extra gripping power.

This use of aluminum nails with asbestos products (competing with stainless steel and bronze) is a big potential market, by today's standards—as big as 1,500,000 lbs. of aluminum nails annually.

The same set of tests by Alcoa revealed that neither lime-base plaster nor gypsum-base plaster had any harmful effects on the aluminum alloy nails tested. Freshly prepared concrete caused some uniform mild surface attack of aluminum alloys but this corrosion did not seem to continue after the concrete had hardened and cured.

In atmospheric weathering the aluminum alloys tested were outstandingly superior to steel (see graph) and comparable to copper. The surface appearance of aluminum alloys varied with environment, generally weathering to a light gray.

In industrial atmospheres the accumulation of industrial soil caused some darkening of the nail heads; this is true, however, not only of aluminum but of other commercial alloys too. Another

boost to sales of aluminum nails is the increased use of natural wood siding, which presents a staining problem with use of regular nails.

Weight Problem

The light weight of their nails caused the aluminum people a lot of trouble in their early merchandising efforts. Nails are traditionally bought by weight, and although a pound of aluminum nails may actually contain three times as many as an equal weight of competing nails, this was hard to bring home to buyers.

To combat this marketing problem, manufacturers like the Nichols Co. now package the nails for use, rather than selling exclusively by the barrel. The box is marked for number of nails, size of nails, and coverage; for, example: "6d Wood Siding, Sinker Hed. 575 nails, coverage 500 bd. ft., $\frac{1}{2} \times 8$ in. bevel siding." Various colors are used on the packages to differentiate types and uses. The colors, like the manufacturers' market view, are bright.

HHFA To Take Census On Conditions of Homes

A reliable statistical method of providing an inventory of the nation's housing, at intervals between decennial censuses, will be sought by the Bureau of the Census under the sponsorship of the Housing and Home Finance Agency in accordance with a research agreement signed by the two governmental agencies, it was announced by Raymond M. Foley, HHFA Administrator.

The Agency's Division of Housing Research is launching the comprehensive and coordinated housing research program created by the Housing Act of 1949. The program will investigate all phases of housing to develop methods of increasing housing production, and of sustaining it at lower production costs, Dr. Ratcliff said.

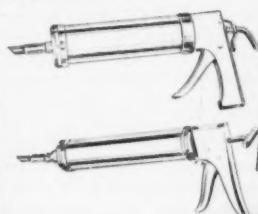
Under the agreement the Bureau of the Census will undertake to provide tested techniques for classifying census data and gathering, compiling and keeping up-to-date information on (1) occupancy (owner or renter), (2) vacancy, (3) rental value, (4) number of rooms, (5) composition and size of households, (6) quality of dwellings as to (a) physical conditions and (b) selected facilities.

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For caulking, pointing, glazing and dozens of other jobs, a CALBAR gun is the finest produced. A complete line of sizes, including a large assortment of detachable nozzle styles.



CALBAR "Caulk-o-Seal" Caulking Compound

It's "elasticized" . . . non-hardening, non-staining, and adheres to ANY surface. Available in natural, brilliant white, aluminum and colors.

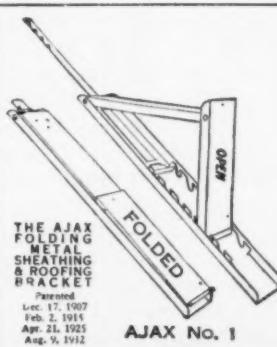


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TESTED MOPS . . . Roofers-mops on hardwood handles. Yarns on tubes or cut and tied. Prices and samples if you check 2.

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face, every building is a prospect. Brand new field: complete details if you check 5.

ROOFING, SIDING & BUILDING . . . Specialties Manual. Fifth Year. 1950 Edition just out has all the data you're used to seeing in these standard reference books of the trade, plus lots of new information about products you can add, like combination windows, overhead garage doors, kitchen tile, and many more. \$3.00. On approval if you check 6.

NEW INSULATED SIDING CUTTER . . . This new cutter by a well-known manufacturer weighs 7 lbs. and is available for immediate delivery. Automatic feeding device rides siding thru fine steel cutting blade easily. Price, check 7.

CORK ROOFING . . . For efficiency, low cost, ease of handling, and long trouble-free service there is no roof that'll beat this. Year round resistance to weather for more than twenty years. Check 8.

BIG PROFITS . . . with these aluminum awnings for dealers who demand them. Two factories serve you direct. Immediate delivery. Approved for FHA financing Check 9.

BITUSTATIC CEMENT . . . and many other roofing products, for details check 10.

NEW MAGAZINE . . . Contractors have a chance to get the inside information in a rapidly developing field: "Building Specialties" monthly, tells all about storm-screen combo windows, overhead garage doors and many others. \$3.00 year. Samples free if you check 11.

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RED CEDAR SHINGLE . . . with the new baked-on finish. Beautiful More durable, shingles that are the real thing, easier and faster to apply. Made only from certigrade straight grain red cedar, nature's prize insulator. For samples and info, check 15.

ROOFING DERRICK . . . These swinging derricks get the load onto the roof deck instead of just up to it! For name of nearest distributor and details check 16.

PATENTED ROOFING KNIFE . . . The 2-pointed steel blade gives double value, two blades for the price of one. New blade easily inserted. Prices, check 17.

FELT-LAYING MACHINE . . . At last, a machine that automatically does the job of laying felt on a built-up roof. Three men do the work of five. For information, see details, check 18.

MAN-SIZE . . . all steel, unbreakable roofing bracket, patented folding. Check 19.

MOP HEAD AND STAPLE . . . and many other roofing accessories. For information check 20.

CAULK IT UP . . . with this perfect sealing compound which comes in many colors. Information and free gun offer, check 21.

ZINC CORNER STRIP . . . Improved appearance at corners and along window and door frames on siding jobs with this metal siding trim. For complete details check 22.

ALUMINUM BUILT-UP . . . 19" selvage roofing provides a continuous heat-reflective, maintenance-free roof. Ordinary lapped courses provide two layers of felt and a top surface of embossed aluminum bonded to the felt. Check 23.

NEW KETTLES . . . A scientifically designed up-to-the-minute modern kettle that cuts fuel bills and produces the flow of hot materials in $\frac{1}{2}$ the time formerly required. By a firm that has the "know-how" of 40 years. Check 24.

ALUMINUM SIDING . . . has the long life of aluminum and all the beauty of wood. Life-long savings on fuel, paint, repairs and property value. In three beautiful permanent colors. For details, check 25.

ROOFING KETTLE . . . No hooks or tools needed to raise entire internal tube heating system out of kettle for easy cleaning. For literature about many made features, check 26.

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August, 1950

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3 <input type="checkbox"/>	9 <input type="checkbox"/>	15 <input type="checkbox"/>	21 <input type="checkbox"/>	27 <input type="checkbox"/>	33 <input type="checkbox"/>	39 <input type="checkbox"/>	
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If you want American Roofer, 12 months for \$3.00, check here

Name Position

Company

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KETTLES FOR "HOT-STUFF" . . . many sizes, skidmounted, steel wheels, hard rubber tires and pneumatic tired roofing kettles. Leaflet 400A, free, check 27.

MANY ROOF DRAINS . . . with copper flash ing and expansion joint. Some territories open. For information, check 28.

ASBESTOS ROOFING SHINGLES . . . made of asbestos and cement, these shingles are fireproof, rotproof, time and weather resisting. For full information about No. 5 shingles check 29.

KETTLES, PUMPS, HOISTS . . . many types and varieties available. Only kettle with burner preheating in place. Literature: check 30.

BACKERBOARD . . . Retards vapor penetration, is an effective barrier to heat infiltration, prevents bulging side walls, provides ideal base for roll brick so walls don't wane, cuts fuel bills and adds life to re-siding. For details, check 31.

CAULKING COMPOUND . . . Easily applied with a pressure gun, comes in a variety of colors. For more information on this fuel-saver check 32.

ROCK WOOL SALES . . . will increase rapidly if you tie in with this progressive 1950 program. The company will help you in every basic way if you want to get in on a great sales deal. For complete details check 33.

CORK ROOFING . . . For efficiency, low cost, ease of handling, and long trouble-free service there is no roof that'll beat this. Year round resistance to weather for more than twenty years. Check 34.

ROOFING MEMBRANE . . . improved by a long-experienced company. Thoroughly tested, completely saturated and rotproofed. Comes in 50-yard easy-to-apply rolls. Made from top grade burlap. Check for info, no. 35.

NON-BURNING ROOF MOPS . . . made of fibrous glass can't burn, can't char, pick up more, weigh less in use, and have many, many other superior qualities. Prices, details, check 36.

INSULATION CLIPS . . . Pierce and lock in any metal up to and including 18 gauge. Holds insulation securely in place. No wire nails, no screws, no tin caps. For sample and prices check 37.

SNOW GUARDS . . . for many types of roofs. Standard for fifty years. Details and complete roofer's wholesale prices available, check 38.

TUBULAR STEEL SCAFFOLDING . . . and equipment pays for itself on all kinds of roofing, siding, and insulation jobs. Easy to erect, maneuver, dismantle and transport. Complete catalog sent if you check 39.

ROOFING KNIVES . . . Keen, rigid blades driven into custom built handles that provide

just the right drip. Prices, details, check 40.

LADDER JACKS . . . Roofing and Scaffold Brackets, all designed for your safety. For every kind of job, rugged, compact, adjustable. Complete information sent free, if you check 41.

MIDGET LOUVERS . . . Made of aluminum small, clean, neat. For literature and prices on this easy installed item, check 42.

CELLULAR GLASS INSULATION . . . is the permanent roof insulation, because it's absolutely fireproof, waterproof, verminproof. Free booklet on its use. Check 43.

Fire - Safe Roof, Siding Are Favored

Trade reports from many sections of the country show a steadily increasing buyer resistance to homes of questionable construction quality. Buyers of ready-built houses are becoming more exacting about the type of materials in dwellings they purchase, according to builders. The trend also is evident among persons having homes built to their specifications. Properly so, builders say, more importance is being attached to such features as durability, safety, low maintenance cost and attractiveness in materials for various parts of dwellings. The trend is especially noticeable in consideration of roofing and, in the case of frame construction, in the siding. Asbestos-cement products, for example, are being used in expanding volume.

Builders point out that roofing and siding of asbestos-cement can be expected to last the life of a house with little if any maintenance expense. The material requires no initial painting and does not deteriorate from ordinary causes. In fact, it becomes harder and stronger with years of exposure to the elements. Its first cost generally is the last. Made of incombustible substances, asbestos fibers and Portland cement, the material serves as a fire protective cloak which cannot be penetrated by sparks or flames from adjoining houses. That is an extremely valuable safety factor, according to builders, who cite combustible roofs as one of the leading causes of dwelling fires.

ADJUSTABLE PIPE SNOW GUARDS



"PROTECTOR"



For Residential
Type Buildings

2 PIPES $\frac{1}{2}$ " IPS
Installed on old
roofs without re-
moving slate. Ideal
for small homes.

"FITRITE"



3-Pipe

3 PIPES $\frac{3}{4}$ " IPS
For large slate
roofs, Spanish Tile,
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other steep roofs.



ALUMINUM MOP HANDLE



Light weight. Outlasts wood many
times. Unbreakable, economical.
Will not burn!

Fiberglas Mop Yarn and Ready Made Mops

ROOF SCRAPERS

The "Fitrite" →

Double edge reversible
blades, $3\frac{1}{2}$ ", 6" and 7"
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← The "Rival"

Single edge removable
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14" sizes. Available with
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ORNAMENTAL LEADER STRAPS

These straps sold thru jobbers only.



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ADJUSTABLE ROOFING BRACKET
FOR A 2" x 8" PLANK —
FOLDS FOR EASY STORAGE

SCAFFOLD BRACKETS
TWO TYPES AVAILABLE FOR HOOKING
AROUND STUD OR NAILING TO SIDE

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69 NO. DIVISION ST. BUFFALO 3, NEW YORK

2 x 6 ROOFING BRACKET
FOR ALL AROUND ROOFING

LADDER JACKS
RESTS ON THREE RUNGS AND
HOOKS AROUND SIDE RAIL.
USED OVER OR UNDER LADDER

DESIGNED FOR YOUR SAFETY



HOTEL STRAND

Atlantic City's Hotel of
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The Ideal Hotel for Rest and Relaxation. Beautiful Rooms. Salt Water Baths. Glass inclosed Sun Porches. Open Sun Decks atop. Delightful Cuisine. Garage on premises. Open all Year.

Fiesta Lounge
Famous for Fine Food

Exclusive Pennsylvania Avenue
and Boardwalk

News

(Continued from Page 18)

manufacturers of Flexiseal Caulking and Glazing Compounds and Landen Putty.

The new firm succeeds to the business operated successfully by C. J. Landen for the past decade. Mr. Landen will continue to direct the activities of the corporation as President and General Manager. Other officers are S. J. Murphy, Vice President, who will also continue as Technical Director, and George B. Kirk, who assumes the duties of Treasurer.

* * *

Bolin Named Director FHA Spokane Insuring Office

Franklin D. Richards, Commissioner of the Federal Housing Administration, has announced the appointment of Herald E. Bolin as Assistant Director in charge of the FHA Insuring Office at Spokane, Washington. Mr. Bolin, now Administrative Officer in the Spokane office, will succeed Assistant Director Charles Freese, who will reach retirement age in September.

FHA Commissioner Richards paid tribute to Mr. Freese and expressed regret that the government is "losing such an efficient and able executive."

The Spokane office of the Federal Housing Administration has jurisdiction over the eastern portion of the State of Washington and is under the general administration of State Director Clark R. Jackson in Seattle, Washington.

* * *

High Dividend Declared By Stewart-Warner

Stewart-Warner Corporation had a net profit carried to surplus for the first quarter of 1950 of \$76,676, equal to 59 cents per share of \$5 par value common stock, James S. Knowlson, board chairman, has announced. Net profit for the same period of 1949 was \$404,292, equal to 31 cents per share. First quarter sales in 1950 were \$15,550,516 and in 1949 were \$14,706,155.

Increase of profit per share in 1950 to almost double the 1949 first quarter earnings, despite an increase in sales of but 5.7 per cent above 1949, was ascribed by Knowlson as mainly due to strict control of expenses by operating men and reduction in inventories. He said that his firm's estimate of unfilled orders of March 31 "is materially ahead of those on the same date of 1949," and that the upward trend "has resulted in an increase of about 14 per cent in our employment since the low point of last year."

* * *

Industrial Safety Record Improved in 1949

American workers were a lot safer in 1949, the National Safety Council reports.

Industrial injury rates for last year, released by the Council in advance of the 1950 edition of its annual statistical yearbook, "Accident Facts," show a substantial reduction in both the frequency and severity of 1949 accidents as compared with 1948.

Thirty-eight of the 40 basic industry classifications reduced their frequency rates, and

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Everything for Roofing and Waterproofing

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For new Slate Roofs, Spanish Tile Roofs, Old Slate Roofs, Flat Tile Roofs, American Method Asbestos Shingles and French Method Asbestos Shingles and for Metal Roofs.

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Write us for Roofers Wholesale Prices

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Duck — Denim — Cable Cord
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**Roofers' Supplies
Contractors' Supplies
Anything You Need**
ALL STATES ROOFERS SUPPLIES
2107 W. LAKE ST. CHICAGO, ILL.

28 reduced their severity rates.

The accident frequency rate for employees in all industries submitting company reports to the Council, based on the number of disabling injuries per 1,000,000 man-hours, was 10.14 in 1949—a reduction of 12 per cent from the year before.

What's New

(Continued from Page 17)

as a plasterbond on interior surfaces of exterior masonry walls, above grade. Formulated from blended asphalts, oils and asbestos fibers, product may be easily applied with plasterer's trowel or sprayed with Alemite type equipment.

Carey Semi-Mastic, a semi-fibrated asphalt compound, which offers effective resistance to the penetration of dampness through porous masonry foundations and walls. Product may be applied with brush or spray equipment.

Both products come ready to use; require no mixing, heating or special tools, and provide a tough, elastic film capable of withstanding normal exposures and temperature changes.

New Locking Shingle

The Barrett Division, Allied Chemical & Dye Corporation, is now in production and filling orders both at its Chicago and Philadelphia plants, on a new locking shingle, known as the



Ever-Fast shingle. Announcement of the new shingle originally appeared in the June issue of American Roofer & Siding Contractor, along with the two illustrations which accompany this article. However, the perspective of the shingles was inadvertently shown wrong in the June article. The correct perspective is as shown here.

Reference to the June issue, page twenty, will give added qualities of the new shingle.

Figures On On-The-Job Training

In 1949 the number of on-the-job trainees learning roofing or to be slaters under the GI Bill numbered 312. 110 asbestos and insulation workers also were receiving training under the on-the-job provision of the GI Bill.

LITTLEFORD 66-R KWIK-MELTER ROOFERS KETTLE

**Designed for Safety,
Speed and
Low Cost
Operation**



This new and different Littleford "Kwik-Melter" gives Roofers savings never before made available in melting kettles.

The Burner firing in the center against a conical casting that divides the flame into two, center tubes, eliminates "Hot Spots" and "Scalds" caused by concentrated heat in one fire. Kettle men like the "Kwik-Melter" too, because the burner preheats in position—no pulling the burner out of the well to preheat. Nine inch lower loading height, flash proof covers, heavy duty channel frame, spring type running gear and rain hood over stack and burner well are only a few of the many points of superiority in the "Kwik-Melter." For Speed—Production—Durability at lower cost, make your next Kettle a "Kwik-Melter." Portable Sizes 80, 115, 175, 300 gallons. Stationary Sizes 55, 80, 115 gallons.



LITTLEFORD

LITTLEFORD BROS., INC.
430 E. Pearl St., Cincinnati 2, Ohio

ROOF PUMP
Littleford Model 75 Roof Pump puts the "Hot Stuff" right up on the roof. Drawn on the hose. Take Asphalt or Pitch with no acid action on the pump. Model 75 draws the material from the kettle, pumps it to the dispensing head on roof can be used with any type kettle.



ROOF HOIST
Littleford Roof Hoists are small, compact and sturdy. They're made to hoist heavy loads of roofing materials and carry up to the roof. Have hand controlled Brakes and Clutch. Made in two sizes, 2½ and 4 H.P.

Believe me!
**IT'S
A
WONDER!**

**YOU'LL NEVER GO BACK
TO THE OLD WAY
ONCE YOU USE A
MATT FELT LAYER!**

Imagine laying 125 to 150 squares (3 ply) a day—with only 3 men—doing a better job—smoother — no fish-mouths—and you can work on the windiest day.

The MATT Felt Layer is really a wonder . . . it hot mats and lays in one operation. Eliminates hard labor of mop pushing and laying out felt by hand. No Hot Stuff wasted . . . valves feed the correct amount which is spread by a 36" mop. You can also do strip-mopping and tacking with the MATT Felt Layer. Uses very little yarn. Built strong and simple—no mechanisms to fail or cause trouble. Light-weight, pneumatically tired for easy operation.

Go Modern—Save Money—Order a MATT Today!



Get Acquainted with these Other Matt Products . . .
Sand for Circulars,
Buckets, Kettles, Hot
Bituff Carriers, Felt Carriers,
Mops, Pouring Cans, Coil-less Burners.

MATT COIL-LESS BURNER CO.

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**Tubular Steel
SCAFFOLDING and EQUIPMENT**



Builds to any height with ladder sections. Ideal for roofers, painters, builders, maintenance men. Patented. Underwriters approved.



Towers of any height and length can be erected with aid of diagonal braces.

Write for Complete Catalog

BIL-JAX • INC. • ARCHBOLD OHIO

**CONNERY'S—
ROOFING
KETTLES**



Connery, one of the oldest manufacturers, offer modern oil burning kettles of superior design for heating tar, pitch and bituminous material.



Write for catalog showing our full line of bottom fired and tube heating kettles, buckets, dippers, etc.

**CONNERY
CONSTRUCTION CO.**

2nd & Luzerne Sts.
PHILADELPHIA 40, PA.

Falls Are Most Numerous Type of Scaffold Accident

The statistical division of the National Safety Council in a study of 95 scaffold accidents, summarized the principal causes and contributing factors.

Of the total number of accidents, 86 per cent, or more than five out of six, resulted when workers fell off scaffolds, or fell with scaffolds which broke or otherwise dropped from their positions. Seven accidents occurred when workers were struck by objects which fell from scaffolds, or when workmen were struck by falling scaffolds. Other accidents occurred when workers slipped or fell on scaffolds or struck against parts of scaffolds.

One-third of the accidents occurred when employees were erecting, dismantling or adjusting the scaffolds; or engaging in activities other than the work for which the scaffolds were erected.

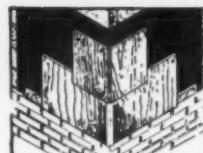
In 64 cases, employees were working at a variety of jobs for which the scaffolds were erected. In 34 of these cases, defective or improper scaffolds resulted in accidents when the scaffolds, or parts of them fell, pulled loose, slipped, or broke. In the remainder of the cases, workers fell from the scaffolds when they lost their balance, misjudged their footing, or otherwise stepped off the scaffolds.

Contributing factors were: Failure to secure planks and braces; use of defective materials and materials of insufficient strength; use of make-shift or wrong type of scaffold; failure of workers to watch where they were stepping; standing on ends of boards which extended beyond supporting braces; failure to take proper positions in using leverage tools; jumping from scaffolds to ground and climbing up or down scaffolds without using ladders; working in dangerous areas underneath scaffolds.

Moisture Barrier Under Slab

Concrete floors on the ground may be subject to surface condensation, particularly during very humid summer weather. The floors, being cooler than the air, may condense some of the moisture vapor from the air. Moisture may also rise from the ground below the slab both by capillary action and by vapor transmission as a result of the difference in vapor pressure between

Gives Siding Jobs Improved Protection and Appearance



On every Asbestos Siding job, where appearance is essential, you can save valuable time, simplify fitting at corners and along window and door frames, give added protection, by using individual zinc corner strips. . . . Made of oxidized zinc . . . will not stain. Lengths suitable for any Asbestos Siding Shingle. For complete details write

BUGHER MANUFACTURING CO.
Formerly DOUBLE GRIP BRASS CLIP CO.
211 S. Main St. Kokomo, Ind.

"Buy from Frey"

**TOOLS
FOR THE ROOFER**

Frank P. Frey & Co.

2634 W. MADISON STREET
CHICAGO, ILL.

**THE New PEARSON
INSULATED SIDING CUTTER**



Weight: 7 lbs.

IMMEDIATE DELIVERY

Automatic feeding device rides siding thru fine steel cutting blade easily. Clean, fast cutting with no damage to siding. Order today.

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Lake Villa 2, Illinois

"ASBESTOS"—The Magazine
Keeps you up to date on happenings in the Asbestos Industry.
Gives facts about Asbestos, technical developments.
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"ASBESTOS"

808 Western Saving Fund Bldg.
Philadelphia 7, Pa.

Yours for the Asking

See Pages 32-33

room air and the minute spaces below the slab.

Moisture from below the slab can be prevented by attention to three factors: (1) good drainage is a primary requirement; (2) a minimum of four inches of coarse gravel or crushed stone fill should be spread over the entire area where the floor is to be laid; (3) a vapor or moisture barrier must be provided to prevent passage of vapor or moisture into the floor slab.

"Ten Commandments" Keep Mechanics On Toes

The "Ten Commandments" for mechanics in the roofing, siding and insulation industry might be:

1. Thou shalt not "flirt" with other contractors while in my employ.

2. Thou shalt not go out on a bender and neglect to show up the next day.

3. Thou shalt not unnecessarily waste materials on a job for fear that we may run short.

4. Thou shalt not be stingy with my nails at any time and on any job.

5. Thou shalt not throw planks and brackets to the ground causing them to split and thereby endangering the lives of workmen.

6. Thou shalt observe all safety laws by erecting staging properly and according to law.

7. Thou shalt cover materials and staging on the ground before leaving the job at night. It might rain.

8. Thou shalt not argue with a customer if he tells you that the job is terrible.

9. Thou shalt not make a quick turn when high on a staging to work at a "nice" angle, because it may cause you to fall and suffer a great pain.

10. Thou shalt observe all these simple rules and make sure of permanent employment, now and in the hereafter.

Making Safety Pay

In a recent exhaustive article on "Making Safety Pay," which appeared in *Modern Industry*, the authors said:

Accident prevention pays off in productivity as well as in direct costs of accidents. In this period of tight cost control, safety's worth looking into. Here are guide points in building a



PROTECT YOUR CUSTOMER!

PROTECT YOURSELF!

USE

Paralastic *

**THE PREFERRED
CAULKING COMPOUND!**

To make your job easier, faster, better . . . PARALASTIC is formulated to work smoothly and quickly . . . to blend perfectly with every type and color of building material. Especially recommended for aluminum siding.

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- NATURAL, GRAY, GREEN, BUFF, RED, BLACK

PARALASTIC provides superior sealing against wind, weather and water! You'll like PARALASTIC . . . and so will your customer. Try it! Write for information today!

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All you need is a drill and hole saw. No nails or screws. Gently tap in place—it is slotted for tension and swaged for firm anchorage.

1" - 2" - 2½" - 3" - 4"
—Sizes for all jobs.

Made of aluminum—screened to keep out insects. Use on flat roofs, eaves and soffits, unexcavated areas, sidewalls, gables, storm sash, closets, boats, etc.

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"MIDGET" * LOUVERS

FOR ALL VENTILATION JOBS — ESPECIALLY TOUGH ONES!

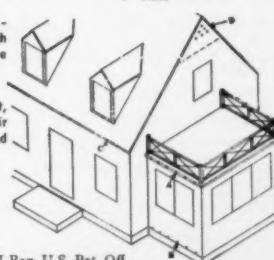
Ventilation is essential in all construction insulated or not—to prevent condensation and the resultant paint blistering, fungus, rotting, mustiness, dampness, etc. MIDGET LOUVERS are the *only* practical easy-to-install answer!

A—On flat roofs, install at eaves between joists.

D—At gable ends, use six 2½" "Midget" Louvers or three 4" size.

B—Ventilate unexcavated areas through the siding above the sills.

C—At eaves or soffit, to circulate air over insulation and out gable ends.



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P.O. Box 287

8 WALL STREET

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safety program that will work.

A broad safety, health, and hygiene plan—accident prevention, good light and ventilation, making the plant a good place to work in—may cost 1.5 to 3 per cent of payroll, according to one able producer.

Now is the time to launch a new safety program or check up and overhaul an old one.

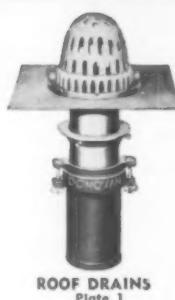
Rigid Backing For Aluminum Siding

A new backer board is now being produced by the Air-O-Cel Company which promises to help aluminum siding jobs in many ways. According to the manufacturers the new backer board consists of an extremely rigid corrugated board approximately $\frac{1}{4}$ " thick. It is completely asphalt-saturated and weighs 320 lbs. per 1000 square feet.

There are at least four outstanding ways in which the backer board backs up aluminum siding, the manufacturers claim:

1. It reduces the tendency of metal to wave.
2. It deadens the sound of objects hitting the siding.
3. It insulates.
4. It acts as a vapor check.

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ROOF DRAINS
Plate 1

With copper flashing and copper expansion joint. Produced in many other types with and without expansion joints.

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Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

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SALESMAN WANTED: Experienced, capable of organizing Sales Force Siding business. Good income. Salary and commission. Box 236, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

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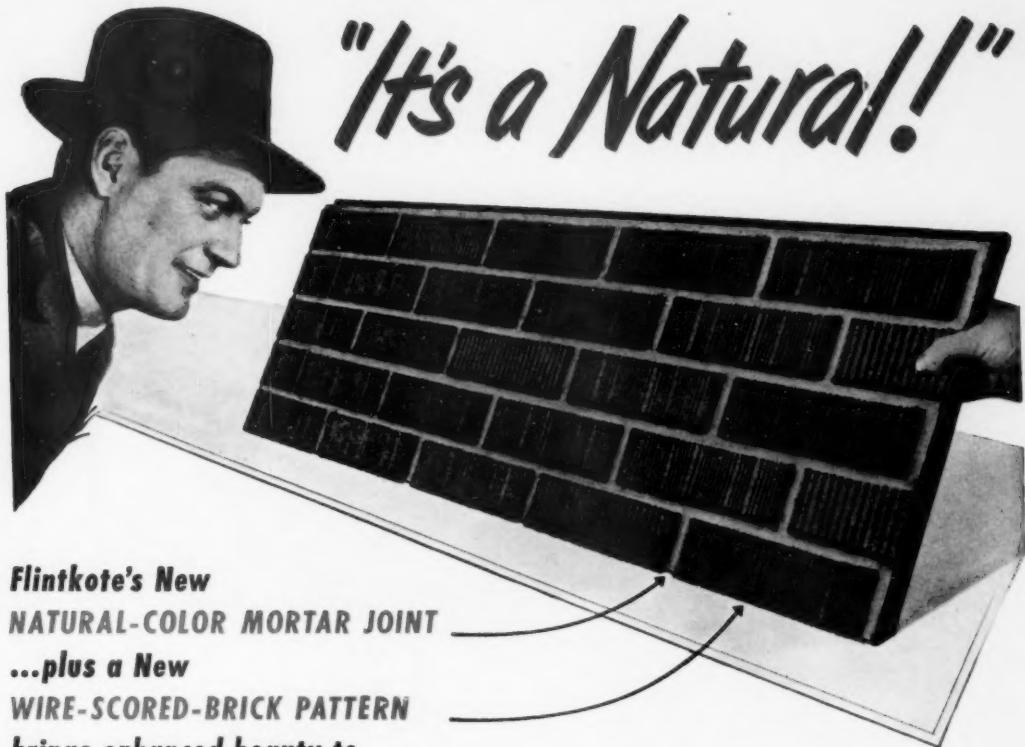
FOR SALE: TINSMITH and roofing supply business in Kings County established in 1916. Wholesale and retail trade client, mostly young progressive business man. Principal retiring. For further information apply Box 238, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

A FEW franchises left. A proven product. Small investment required. Write to Box 235, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

FOR SALE: ROOFING BUSINESS. Well established firm, consistently showing profits, to be sold as going concern. One of the best known in Southeastern Virginia; doing large volume of industrial and commercial business. This is your opportunity to make money from roofing and sheet metal work on newly authorized public works program and vast government defense projects. Also, engage in general home improvement field. Reason for selling, age of retiring. Less cash required than you may think. Favorable terms. Write Mr. Hill, Myers-Preston-Hill, Inc., Realtors, 924 Royster Bldg., Norfolk, Va.

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...plus a New
WIRE-SCORED-BRICK PATTERN
brings enhanced beauty to
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Never before could you get siding that looks so much like real brick and mortar.

Go to your local Flintkote distributor. Ask him to show you Flintkote's Natural-Color Mortar Joint Siding. Then stand back a few paces from the panel he shows you.

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Homes remodeled with this new Flintkote Insulated Siding present a neat, trim, attractive exterior with the authentic appearance of actual masonry.

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FLINTKOTE ...*the extra years of service cost no more!*



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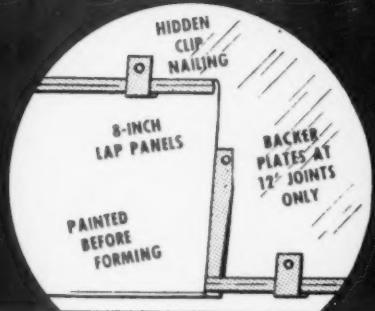
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